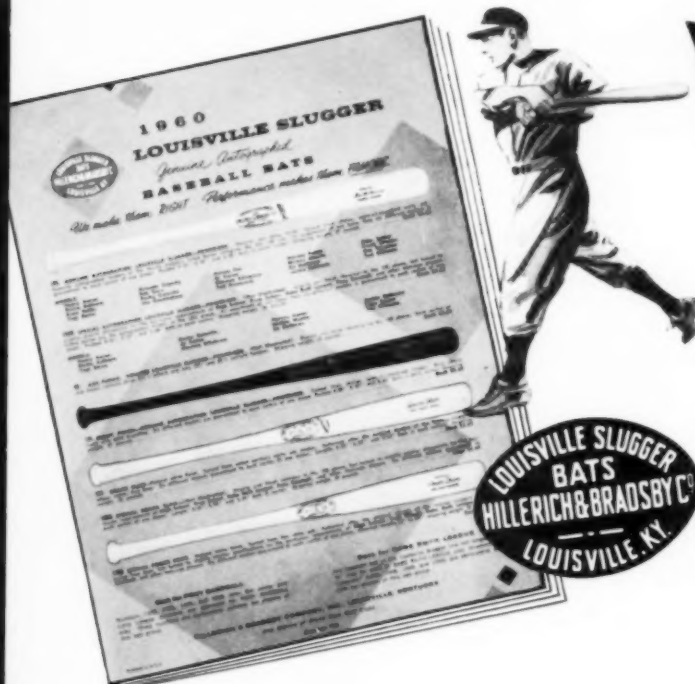


MARCH, 1960

Southern HARDWARE

University Microfilms
313 North First St
Ann Arbor Mich 4

In this issue, Make the Most of Your Windows, Page 35



1960 H & B Catalogs are ready now

**GRAND SLAM
Golf Clubs**

Address request for your free copies to Dept. SH-O

HILLERICH & BRADSBY CO., INC.

P. O. BOX 506, LOUISVILLE 1, KY.



Louisville Slugger Catalog

Containing complete information and specifications, the beautiful 1960 Louisville Slugger Catalog (size 8 1/2" x 11 1/4") in full color is now ready for distribution. Be sure to get your order in early.

Grand Slam Catalog

Also ready for distribution is the Grand Slam Catalog for '60. Accurately produced in full color and planned for maximum eye appeal and easy readability. Size 8 1/2" x 11 1/4". Reserve your copies now.





Ask your jobber about these fast moving cordage items...they are all proven sellers, all packaged and priced to help you sell more this Spring.

BIG SPRING SELLERS



100% NYLON STARTER CORDS

One of our biggest sellers. This market is terrific... power mowers and outboards need replacement Cords. Be sure you have them this Spring.

CHALK LINE

This is a year 'round seller... there's always chalk line business. Spring helps, 'cause folks need lay-out line, tie-back line, etc. Be sure you have this on your order.



KITE TWINE

Don't miss this business. Nice counter display. Cord is wound on red, white and blue tubes. Looks very sharp and really sells.

HANDY CLOTHS

These are perfect for all the Spring clean up chores. Spread out and load it up with leaves, weeds, cuttings and the winter debris. Then drag it off to the back lot.



BRAIDED MASON'S LINE

This is another year 'round item. Mason's line, awning cord, balance cord, fish stringers, venetian blind cord, drapery cord, dryer cord, etc. Try it for Spring Sales.

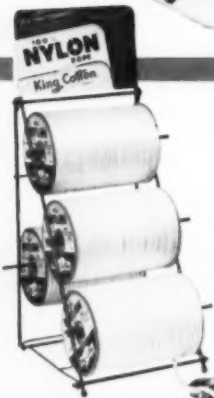
GREEN GARDEN JUTE

We do a big volume in this every year...it's a natural for Spring and Summer Sales. Order now, bulk packed or in SNAP-SACKS.



NYLON SEINE TWINE

Top quality, priced right, ready to go for Spring. This item moves from March till frost and some places longer. Ask your jobber for King Cotton brand.



100% NYLON BRAIDED ROPE RACK

Big sell in small space. This is the easy way to get into the Nylon Rope Business. Display rack is free with initial order for 4 or more spools.

King Cotton CORDAGE

107 DUANE STREET • NEW YORK 8, NEW YORK

THE HARDWARE DEALER'S MOST COMPLETE, BEST PACKAGED and MOST PROFITABLE CORDAGE LINE

get rolling with **IGLOO**



**...the cooler
that's way out in front!!**

IGLOO Means profits to you because it's—

- No. 1 in demand
- No. 1 in sales
- No. 1 in acceptance
- No. 1 in quality
- No. 1 in supply

stock and display **IGLOO**—it sells itself!



IGLOO

MEMPHIS 18, TENN.



IGLOO: Heavy Duty Coolers, Standard Coolers, Stainless Steel Coolers, Economy Cans, Utility Truck Coolers, Split Unit Coolers in sizes of 2, 3, 5, 10 and 15 gallons.

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Company, Dalton and Atlanta, Georgia U. S. A.

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Number 3

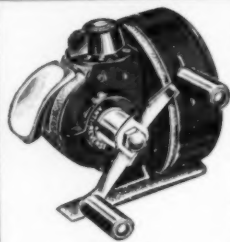
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Closes the gap between Fisherman and Fish!



FIRST on famous waters

Johnson Centennial

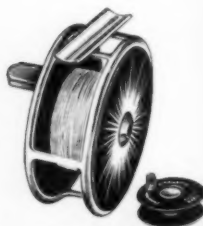


Johnson CENTURY
First of the American-type spinning reels—first in design, first in performance.



Johnson CITATION
The big-capacity spinning reel that turns the meanest fish.

Johnson MAGNETIC Fly Reel
Silent magnetic drag—two micrometer matched spools. Lifetime guarantee.



Sell more FEEL—more FUN!

Now, sell the *new* dimension in fishing . . . sell the reel that "closes the gap between fisherman and fish." *Combines* the spinning reel and the casting reel. The Johnson Centennial actually *is* a spinning reel on the cast . . . it is a bait-casting reel on the retrieve. Gives spinning ease, casting power. Add exclusive Duo-matic drag and you've got the *dream* reel—simple, powerful, sensitive to every move a fish can make. Sell it, you sell the best!

THE DENISON-JOHNSON CORPORATION
MANKATO 4, MINNESOTA

Southern HARDWARE

March, 1960

Vol. 129 — No. 3

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FRANCES KELLY, *Assistant Editor*

BOB KING,
BARON CREAGER, *Southwestern Editors*
(6131 Luther Lane, Suite 208, Dallas 25, Tex.)

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Business Representatives

Charlotte:

W. C. RUTLAND, P. O. Box 102, Gastonia, N. C.
Tel. University 7-7995.

Chicago:

HUGH AULL, 333 No. Michigan Ave., Chicago
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San Francisco:

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Editorial and Business Offices
Tel. Trinity 4-4462

806 Peachtree Street, N. E.
Atlanta 8, Georgia

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BUSINESS TRENDS

.....

► Business Outlook

Well into the year's first quarter, business activity continued to forge ahead--in some phases, to new high levels. Steel mills gushed steel in record tonnage as manufacturers sought to rebuild inventories swept bare during the steel strike. Production at all levels was heavy. During one January week output of autos climbed to the highest peak since December, 1955. At the consumer level, however, there was some uncertainty. New-car demand was not quite up to expectations. Tight money was having a softening effect on demand for houses. And sales of appliances and other household equipment reflected the slow-down in new housing starts. Over-all: the future outlook still was sparkling bright. Employment is up and personal income has soared to a record high level.

► Retail Sales

Consumer demand should make merchants happy throughout 1960. Buyers are well-heeled with personal incomes at an annual rate of \$380.1 billions, a whopping 21.1 billion above 1958, the previous record year. And this is expected to expand further to \$402 billion this year. Department store sales in January were nearly 7% over a year ago. Most estimates show a gain in retail sales of at least 5% for the year.

► Construction

Building activity continues to be a potent factor in the nation's economy, though residential construction, plagued by tight money, still shows some signs of dropping off a bit. Value of total new construction in January was 1% above a year earlier, with home building off about 3%. New homes, however, are being gobbled up as fast as they are being built.

► Prices

Price levels have been stable since the 1957-58 recession and are likely to remain so unless the steel industry pegs its prices at a higher level. Competition, buyer resistance, and the effect of imported merchandise on the market have clamped a ceiling, momentarily, on prices of many goods of domestic make.

► Farm Income

Farm income is likely to be down a bit further in 1960. Meanwhile farm production costs continue to move up. Once again the farmer is caught in a squeeze with little hope for immediate relief for prices probably will decline somewhat further. Generally the products farmers produce will buy less for him than 10 years ago.

"my wife WOULD buy a NIXDORFF chain!!!"



there's STRENGTH in a name



NIXDORFF—the chain of fame—a vital link in America's progress for 106 years.

Packaged for profits
chain packs, drums, and Merchandiser

NIXDORFF-KREIN MFG. CO.

ST. LOUIS 6, MO.

WELDED AND WELDLESS CHAINS / CHAIN ASSEMBLIES / CHAIN SPECIALTIES / WAGON AND TRUCK HARDWARE

SOUTHERN HARDWARE for March, 1960

For more information use Handy Return Card, Page 53

5

FACTS & FIGURES

Southern Hardware Wholesalers Report Sales Decline in January

SOUTHERN hardware wholesalers ended the first month of 1960 with sales moderately below those of a year ago.

Only among wholesalers in the Southeast were sales on the plus side. And in that region the gain was slight—only 1.5% above January, 1959.

The monthly survey conducted by SOUTHERN HARDWARE disclosed that the sales decline was heaviest among Southwestern wholesalers with the average drop below the 1959 month being 11.7%. In the Mid-South, wholesalers reported an average decline of 3.3%.

For the entire South, sales for January averaged 4.2% under a year earlier.

The modest decline prompted this comment by a Southeastern wholesaler: "This is the first month we have run behind.

We are around the period last year when we were doing an excellent volume. We apparently are levelling off on that high level."

In the number of days' business on the books the average for the entire South was 46.2. Mid-South wholesalers led with a 47.9 average, closely followed by the average 47.5 days in the Southwest. Among wholesalers in the Southeast, the average was 44.1 days.

Inventories increased moderately in each geographical region during the month, with the heaviest gain, an average 7.7%, being reported by Mid-South distributors. Wholesalers in the Southeast were next with an average inventory gain of 5.5%. In the Southwest the average rise was 3.6%.

For the entire South, inventories increased an average of 5.4% in January.

- Dealers have no reason to fear a shortage of buyers with money in their jeans this year. Jobs are plentiful and personal incomes will probably reach \$402 billion annually.

- But dealers are shouting for help in their competition for customers. They want more promotionally priced merchandise from wholesalers. They say they can't compete otherwise with drug store, chains, groceries, etc.

- Wholesalers are meeting challenge with well - devised sales promotional programs for dealers. More of the same will be coming up in the future.

- Will retail hardware sales increase in 1960! For the individual, aggressive dealer they should go up at least 5% and could bounce up much more.

- Credit's important. Stores offering more than just 30 day open accounts have a natural advantage. Customers will pay a carrying charge—and the extra income can be mighty attractive for dealers.

- Keep an eye peeled for manufacturer specials. They can help bring in that extra traffic.

WHOLESALE HARDWARE SALES AND INVENTORIES

GEOGRAPHICAL DIVISION	SALES		INVENTORIES
	Percent Change	No. Days' Business	Percent Change
	Jan. 1960 from Jan. 1959	on the Books	Jan. 1960 from Jan. 1959
		Jan.	
SOUTHEAST	+ 1.5	44.1	+5.4
MID-SOUTH	— 3.3	47.9	+7.7
SOUTHWEST	—11.7	47.5	+3.6
ENTIRE SOUTH	— 4.2	46.2	+5.4

Geographical divisions: Southeast (W. Va., Va., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)

STOPS ALL
"TOOL FUMBLING"..

GOOD BYE TO...
SCRAMBLED TOOLS!



New **challenger**

Pick-Quick
PAT. APPL. FOR
SOCKET SETS

GET BIG "Pick-Quick" PROFITS
WITH THESE VOLUME SELLING SETS
in 1/4", 3/8" & 1/2" Drives...

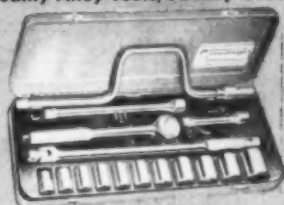


No. 2300,
11 pc. 1/4" Dr.—
9 Sockets, Spin-
ner, Tool Box

No. 2400,
11 pc. 3/8"
Dr.—7
Sockets, 3 Attach-
ments, Tool Box

No. 2303,
16 pc. 1/4" Dr.—
11 Sockets, 4
Attachments, Tool
Box

Order by Number from these 5 national
sales leaders—all with New Challenger
"Pick-Quick" Feature at no extra cost.
Top-Quality Alloy Tools, Factory Guar-
anteed.



No. 2501 (above), 17 pc. 1/4" Dr.—11
Sockets, 6 Attachments, Metal Tool Box.
No. 2402 (below), 14 pc. 3/8" Dr.—7 Sockets,
6 Attachments, Metal Tool Box.



SUPER-COMPACT challenger
"Pick-Quick" MERCHANDISER
FOR YOUR STORE WALL, TOOL...

Displays one
each of above
Sets in only
24x28". Spec-
ify No. 440.



APPROVED
MERCHANDISING
PROGRAM



"Pick-Quick"
—BECAUSE INDIVIDUAL "CONTOURS"
KEEP ALL TOOLS IN CORRECT PLACES... READY
TO PICK UP AND USE INSTANTLY!

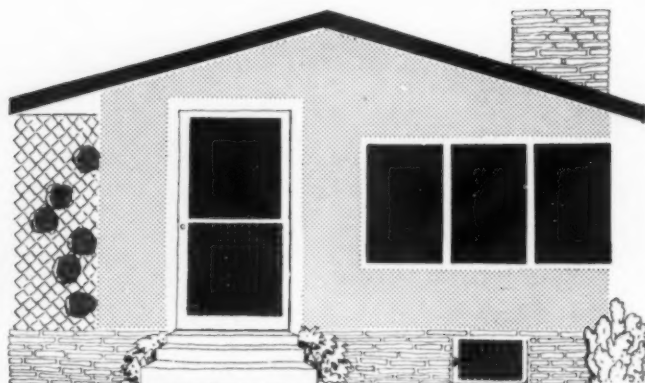
You can't match this Brand New Idea in Socket Sets for Rapid Turn
over! Customers buy on sight—because Challenger "Pick-Quick"
puts an end to wasted time, fumbling and frustration in searching out
the correct Socket or Attachment from a box of "scrambled" tools.
With Challenger "Pick-Quick" all tools are neatly lined up in exact-fit
"contours" . . . every Socket and Attachment is always in the
same place . . . always in full view . . . always handy for "finger-
tip" removal. Further, when set is not in use, closed lid of box locks
tools in position. And you have this marvelous competitive advantage
—Challenger "Pick-Quick" Assortments are priced the same
as regular Socket Sets! Ask for Full Information today—also on
Complete Challenger Line of quality hand tools at popular prices.
Contact your Jobber . . . or write address below.

challenger Division

PENNS TOOL CORPORATION, SCHILLER PARK, ILLINOIS
SUBSIDIARY OF PENDLETON TOOL INDUSTRIES, INCORPORATED



FLOWER BED BORDER

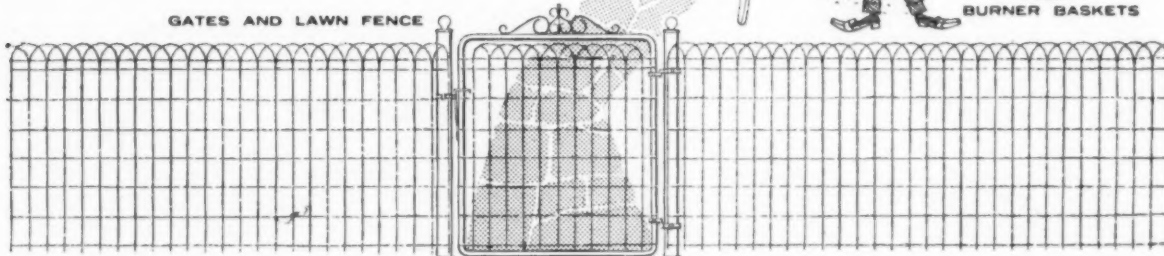


HARDWARE CLOTH

Make your hardware store "HOME FIX-UP" HEADQUARTERS



BURNER BASKETS



GATES AND LAWN FENCE

with the complete line of **USS** Cyclone Hardware Products

SUMMER is the "fix-up" time when customers will be shopping your store for products to make the outside of their homes more attractive and useful. And many of the items they want will be found in the complete line of Cyclone Hardware Products.

USS Cyclone Hardware Products are high-profit, fast-moving items. Because they are a well-known, integrated line, with great customer appeal, the sale of one product often leads to another purchase. For example—the customer who comes into your store for Cyclone Lawn Fence often buys Cyclone Gates or matching Flower Bed Border as well. Or here's another case. The

man who comes in for a Cyclone Burner Basket may well buy Cyclone Hardware Cloth to reinforce his basement window screens or screen door panels. And very often this extra sale is made with little or no effort on your part, especially when you stock all these Cyclone Hardware Products . . . and put them together in one eye-catching, related display.

Get ready for big business this summer. Build up your stock of USS Cyclone Hardware Products. Get more information and display ideas from American Steel & Wire, 614 Superior Avenue, N.W., Cleveland 13, Ohio

USS, American and Cyclone are registered trademarks

**American Steel & Wire
Division of
United States Steel**



United States Steel Export Company, N. Y.

USS AMERICAN MERCHANT PRODUCTS INCLUDE: Cyclone "Red Tag" Lawn Fence and Flower Bed Border • Hardware Cloth • Catch-all Baskets • Lawn Gates • American Fence, Gates and Posts • American Baler Wire • American Nails • American Hex-Cel Poultry Netting • American Barbed Wire

HERE'S WHY DYER E-Z-PLY NUMBERS AND LETTERS OUTSELL ALL OTHERS

"BONNER BILL PASSES" MILLIONS OF BOATS MUST BE NUMBERED



LETTERING

REFLECTS AT NIGHT



Bold and Brilliant
By Day
Reflect At Night



All Types of Signs



DISPLAY DYER E-Z PLY SCOTCH-LITE NUMBERS AND LETTERS ALONG WITH YOUR MAILBOXES.

EVERY DEALER WILL NEED
A DYER NUMBER KIT



Boat Names & City

"WATERPROOF"—3" SIZE MEET STATE & COASTGUARD REQUIREMENTS



No. 1 Scotchlite, Reflecting Silver, with Black Outline 395 3" Letters and Numbers.
LIST \$79.00 — NET \$47.40

3" SIZE LIST .20 — 2" SIZE LIST .15
1 1/2" SIZE LIST .10



No. 2 Scotchlite, White with Black Outline 450 3" Letters and Numbers.
LIST \$44.50 — NET \$26.70 — LIST .10 ea.

No. 2-B Same as No. 2 except contains solid Black Numbers and Letters. LIST \$44.50

APPLICATION REQUIRES NO WATER, GLUE, OR VARNISH, AS EASY TO APPLY AS A BAND-AID, JUST PEEL OFF BACKING AND PRESS ON. EXCELLENT FOR APPLICATION TO THE CURVED SURFACE FOUND AT THE BOW OF MOST SMALL BOATS. HANDSOME DISPLAYS FREE WITH ASSORTMENTS.



MORE DEALERS ARE MAKING MORE MONEY BECAUSE THEY ARE DISCOVERING MORE PRACTICAL USES FOR DYER NUMBERS & LETTERS

America's Finest — Order Today From Your Favorite Jobber Dept 660
DYER SPECIALTY Co. Inc. 13019 East Los Nietos Rd. P. O. Box 2513 Santa Fe

Springs, California. Warehouse in Michigan City, Indiana and Groton, New York

INDUSTRY NEWS

S. B. Hubbard Co. Elects John C. Coit as President

S. B. HUBBARD Co., hardware wholesalers in Jacksonville, Fla., announces the election of John C. Coit as president.

Coit comes to S. B. Hubbard Co. bringing many years of experience in selling and merchandising both at the retail and the wholesale level. For the past 10 years he has



John C. Coit

been associated with the Clarke Siviter Co. of St. Petersburg, Fla., where his most recent position was that of vice-president and sales manager.

Coit was named president at the January meeting of the board of directors of the S. B. Hubbard Co. He assumed active direction of the company on January 27.

Niven Elected President of Monroe Hardware Co.

EDWIN NIVEN has been elected president of Monroe Hardware Co., wholesalers in Monroe, N. C., succeeding the late Worth B. Plyler who passed away in December.

The appointment was announced



Edwin Niven

following a recent meeting of the company's board of directors.

Mr. Niven began his career with the company in 1927 as secretary-treasurer and for the past several years has served as executive vice-president.

Other officials of the company are W. Floyd Laney, sales manager; Edwin Niven, Jr., operations manager; W. B. Stevens and Thomas P. Dillion, purchasing agents, and R. A. Morrow, secretary.

Harrell Named President of Bluefield Hardware Co.

CHARLES M. HARRELL has been named president of Bluefield Hardware Co., wholesalers in Bluefield, West Virginia. The appointment was announced following the January meeting of the company's board of directors. At the same time, former company president, S. D. May, was named chairman of the board of directors. For the past several years, Mr. May has been serving as highway commissioner for the state of Virginia. He is a past president of the

Southern Wholesale Hardware Association.

In other appointments, Ray E. Ratliff was named vice-president in charge of the industrial department, while Charles T. Southern was elected vice-president and manager of the Roanoke branch. L. J. Burks was appointed secretary and manager of the floor coverings department, while R. R. McLaughlin was reelected treasurer of the company.



Harrell



Southern

A native of Suffolk, Virginia, the new president attended Washington & Lee University and began his career with Bluefield Hardware Co. in 1922. Following several years of warehouse and office training he served as an outside salesman. In 1945 he was appointed secretary and sales manager and in 1952 was named vice-president in charge of sales.

Widely-known throughout the hardware industry, Mr. Harrell has been equally active in the civic life of his city. He is a past president of the Bluefield, Virginia-West Virginia Chamber of Commerce and the Bluefield Rotary Club. In 1958 the Bluefield Junior Chamber of Commerce named him "Man of the Year."

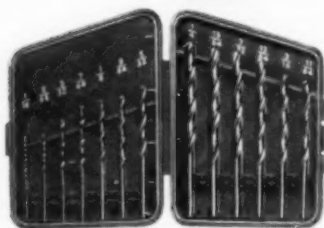
Mr. Harrell currently serves as a trustee of Bluefield College and is a director of the Commercial Bank of Bluefield. He is married to the former Elizabeth McClagherty of Bluefield and has two teenage daughters.

Make **Hanson** Your No. 1 Line

OF DRILLS • TAPS • DIES *because...*

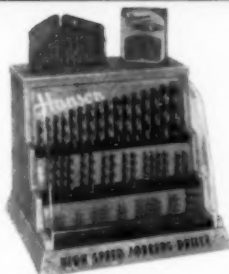
- You sell top quality at prices as low or lower, than second, or even third, grade lines.
- Hanson always provides for longest profit margins with lowest consumer prices.
- Every Hanson product is backed by an unconditional guarantee.
- Hanson provides the finest merchandising aids and packaging of tools at no cost to you.
- COMPARE the facts and you, too, will choose Hanson... the Self-Seller Line!

Your Partners in Profits



No. 113 DELUXE DRILL SET

Contains 13 High Speed Steel Drills ($\frac{1}{16}$ " to $\frac{1}{4}$ ") in America's finest drill case that also serves as drill stand and wall rack.



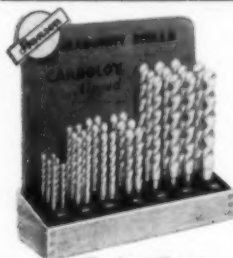
Self-Seller DRILL DISPLAYS

Sell drills fastest because they display drills best. Available in both counter and wall displays. Model 157—for fractional sizes. Model 342—for wire gage sizes. Requires only 14" x 14" space on your counter. Models 157W and 342W for wall type cabinet.



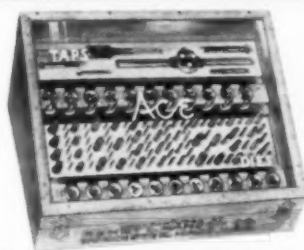
No. 414 Sure Grip

1/4" SHANK DRILL SET
Contains four drills ($\frac{3}{16}$ ", $\frac{3}{8}$ ", $\frac{7}{16}$ ", $\frac{1}{2}$ ") in handy, durable plastic case.



No. 523 Self-Seller

MASONRY DRILL DISPLAY
Contains stock of 23 genuine carbide tipped drills in sizes $\frac{3}{16}$ " to $\frac{3}{8}$ ".



ACE No. 196 Self-Seller

TAP AND DIE DISPLAY
Displays and stocks all popular sizes of Taps, Dies, Screw Extractors and Wrenches in 18" x 13" counter space.



ACE SUPER-SET OF

TAPS AND DIES—No. 614
Contains 17 popular sizes, both machine screw and fractional from No. 4 to $\frac{1}{2}$ " plus $\frac{1}{8}$ " pipe. Packed in beautiful, durable case.



ACE No. 535P

SCREW EXTRACTOR SET
Contains five most popular sizes in handy plastic case.

Contact your Hanson wholesaler or write **Henry L. Hanson Company**, 35 Union Street, Worcester, Mass.

Quality Tools at Popular Prices for Over Half a Century.

SHOPMATE®



7" Saw with Automatic Safety Clutch. 7.0 amps. (Model SC-7100)

\$3898

Oscillating Sander with 25 Square Inches of Sanding Surface, Patented Locking Rollers, 9 Abrasive Sheets & Polishing Bonnet. (Model K-280-C)

\$2498



Jig Saw with Jig-Lite, Blower, Rip and Circle Guide, Bevel Adjustment, Roller Bearings, 3 Blades. 2.5 amps. (Model 2100B)

\$2998



Jig Saw with Chip Blower, Rip and Circle Guide, Bevel Adjustment, 3 Blades. 2.1 amps. (Model SJ-581)

\$2798



1/2" Drill with Geared Chuck, Multi-Ball Thrust Bearing. 2.9 Amps. (Model SD-2500)

\$1998



1/2" Drill with Geared Chuck, 30% more Working Torque. (Model 740-CG)

\$1898



1/2" Reversible Drill with Ball Thrust Bearing. 6.0 amps. (Model 520)

\$3998

**PLUS THESE
OTHER JOB-TESTED
SHOPMATE TOOLS!**



Power Trimmer with 13" Swedish Blue Steel Cutter Bar, 3 way handle, free mounting bracket. (Model 1360B)

\$2998



THE COMPLETE LINE

that outsells all others!

**feature for feature,
dollar for dollar...
no other line compares!**

What makes a line of power tools great is the way it *sells* at the store level year after year!

That's why SHOPMATE has become the greatest line of power tools for you to handle... because it *outsells* all others!

The reason... simply that feature for feature, dollar for dollar, there just isn't another line that compares to SHOPMATE'S COMPLETE LINE!

Take the famous Shopmate Jig Saw for example. Where else can you find a perfectly designed *quality* jig saw with its own light, chip blower, 45° bevel adjustments, rip and circle guide and many other outstanding features, to retail at just \$29.98?

Any way you look at it... any tool you care to investigate... you'll find that you'll make *more* money selling the COMPLETE SHOPMATE QUALITY LINE!



MOST POWERFUL ADVERTISING CAMPAIGN IN OUR HISTORY!

3rd covers in two colors and full pages in Popular Science and Popular Mechanics plus powerful ads throughout the year in Life, Saturday Evening Post and other potent magazines are pre-selling your customers on the COMPLETE SHOPMATE LINE!



AMERICA'S FASTEST
SELLING POWER
TOOLS!

PORTABLE ELECTRIC TOOLS, INC.
320 W. 83RD STREET, CHICAGO 20, ILLINOIS
CANADA: 452 BIRCHMOUNT RD., TORONTO, 13, ONT.

MAIL COUPON NOW...

FOR COMPLETE INFORMATION INCLUDING PRICES!

mail to: George Weatherby, Sales Manager
PORTABLE ELECTRIC TOOLS, INC.
320 West 83rd Street • Chicago 20, Illinois

SH-360

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| <input type="checkbox"/> SD-2500 1/4" Drill | <input type="checkbox"/> SD-238 3/8" Drill |
| <input type="checkbox"/> SC-7100 7" Saw | <input type="checkbox"/> 748-C 3/4" Drill |
| <input type="checkbox"/> 2100-B Jig Saw | <input type="checkbox"/> SC-700M 7" Saw |
| <input type="checkbox"/> S20 Reversible 1/2" Drill | <input type="checkbox"/> 1301-B Trimmer |
| <input type="checkbox"/> 740-CG 1/4" Drill | <input type="checkbox"/> UP-25 Radial Arm Saw |
| <input type="checkbox"/> S1-581 Jig Saw | (not illustrated) |
| <input type="checkbox"/> K-280C Sander | <input type="checkbox"/> Twist-Lock Power Tools |
| <input type="checkbox"/> 1360-B Trimmer | (not illustrated) |
| <input type="checkbox"/> SD-382 3/8" 2-speed Drill | <input type="checkbox"/> SC-600 6" Saw |
| <input type="checkbox"/> SD-122 1/2" 2-speed Drill | (not illustrated) |

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

This Month with the Old Guard



OLD GUARD members were out piling up the mileage as usual last month in making their rounds and participating in trade events. News of their activities came from all points.

Reporting on the recent Housewares Show held at Navy Pier in Chicago, an OG member who refrained from signing his name, attested to the fact that the boys really get around: "The Old Guard was very much in evidence at the show. **Bob Barnes, John During, and Stafford L. 'Bill' Jones**, to name the main contingent, were endeavoring to carry the Old Guard banner among the reps attending the show. During the show hours their conduct was a credit to the Old Guard, so we presume this also carried over into the festivities each evening."

Sam K. Eaves who headquarters in Dallas for the C. R. Eaves Co., mentions this as the solemn truth: "On one of Earl Singleton's (Nash Hardware Co., Fort Worth) trips to his favorite fishing hole over in East Texas, he decided to teach Mrs. Singleton how to cast. After a cast or two 'Miss Marg' landed two nice bass that hit her plug at the same time each weighing exactly two and one half pounds. Earl thought they were twins, but can't prove this. Believe it or not, Mrs. Singleton has never tried to fish since."

Sam goes on to say that "**Charlie McKnight** promised me to quit laying bricks of 'good intentions' and send in more news of the Old

Guard. He wanted to know how I was getting along with my intentions and number of bricks I had down. About that time a buyer came along, but I never did catch the price Charlie gave him!"

Frank H. Wente of **Walter L. Wente & Sons**, manufacturers reps in Cincinnati, reports that his company is operating a new sales office for **Richard-Wilcox Manufacturing Co.** at 978 Barret Ave. in Louisville. **Joseph C. Rhoades** is in charge. The Wente organization also operates sales offices for **Richards-Wilcox** in Nashville, New Orleans, Louisiana, and Houston.

From his Chattanooga headquarters, **Ed Hoge** advises that "our good friend and former OG President, **W. S. 'Red' Gardner** came through his recent operation in fine shape and has just left the hospital. Red is at home where he will recuperate before returning to the road. He plans to see all of his friends at the Southern Convention in New Orleans in April."

Ed reports also that OG Past President, **Charles R. Eaves**, C. R. Eaves Co., Chattanooga, underwent a serious eye operation the latter part of '59. "We are all sorry that we did not know of this sooner, but Charlie says he's getting along all right, is back at his office, has new glasses, and can see 'to endorse checks'. We are glad that Charlie has recovered so well from this operation."

From Nashville, Tenn., **Al W. Misner**, Empire Co., passed along word that **Henry Brackman**, vice-president of **Keith-Simmons Co., Inc.** was hospitalized for about 10 days. "Mr. Brackman has many friends in the trade and has served the hardware industry nearly 60 years. We all hope this grand fellow is soon back at his desk."

Stuart M. Jones has been appointed executive vice-president of **New York Wire Cloth Co.** For the past two years Stu has been vice-president and general manager of the wire products division. His new duties will include the direct supervision of activities of all plants and subsidiaries of the company including the **Lofstrand Co., Rockville, Md.,** and the **Liberty Wire Cloth Co. and Liberty International, Inc., Hato Rey, Puerto Rico.**

In a phone conversation recently with **Harry Hoffner**, he mentioned the fact that his mother, Mrs. C. H. Hoffner, who lives in Orlando, Fla., had just passed her 96th birthday. "We hear also," Harry said, "that Mrs. Gertrude S. Johnson, mother-in-law of our beloved associate member, **Tim McAllister**, who also resides in Orlando has just passed her 90th birthday."

"Might be a good place for all of us to go when we can't carry a sample case any more," Harry concluded.

E. L. "Ned" Hornibrook, manufacturers agent headquartered in Avondale Estates, Ga., is now representing **Michigan Wire Cloth Co.,** in Georgia, Florida, and South Carolina, and **Delta American Screw & Manufacturing Co.** in Georgia, Florida, South Carolina, North Carolina, Alabama, and parts of Tennessee.

Selecting at random OG members we'd like to hear from: **Julian Scruggs, Bob Barnes, Jack Bailey, J. T. Cobb, Bud Fuller, Clyde Holley, Paul Smith, Harold Torian, Herb Wannan . . .** and a lot more.



GROW YOUR OWN MONEY TREE!



WE PROVIDE THE PLANTER **FREE!**

PLUS a BIG
50% DEALER PROFIT



H. B. SHERMAN MANUFACTURING CO.
BATTLE CREEK, MICHIGAN

To introduce our new **DIAL-A-SPRAY NOZZLE** we're going out on a limb to help you grow a money tree **RIGHT IN YOUR STORE!** If you act now, you can get a handsome planter **ABSOLUTELY FREE.** We'll put in 30 new fast-moving **DIAL-A-SPRAY NOZZLES** for which you pay a modest **\$10.90.** Your cash harvest will be your original **\$10.90 PLUS ANOTHER \$10.90** — just like picking money off a tree!

HERE'S THE DEAL:

30 DIAL-A-SPRAY NOZZLES @ 68c (Sugg. Rtl.).....	\$20.40
FREE PLANTER..... Retail Value	1.40
TOTAL SELLING PRICE.....	\$21.80

YOUR COST ONLY.....	\$10.90
YOUR BIG 50% PROFIT.....	\$10.90

NO. 160P "PLANTER-PAC" SPECIFICATIONS — Height 10", Width 10", Depth 10", Overall height with sign 17", Shipping weight 3½ lbs., individually packed.

TO: H. B. Sherman Mfg. Co.
Battle Creek, Michigan

- ☐ Ship a No. 160P "PLANTER-PAC" through my jobber.
☐ Enclosed is 25c. Send a sample DIAL-A-SPRAY NOZZLE postpaid.

Name _____

Address _____

City _____

State _____

Jobber _____

Jobber's Address _____

Swinging Around The Southeast



BY DAN M. FRY

Fry-Holbrook & Associates
Atlanta, Ga.

JANUARY and February were big months for . . . inventory . . . dealer shows . . . factory meetings . . . paying income taxes . . . putting to work all New Year's resolutions . . . getting together last year's figures . . . overcoming all things which may have been confusing . . . adjusting things that needed to be adjusted . . . now that all these things are behind us, let's see if next January will be different . . . One will get you ten that it will be the same old deal . . . One thing sure, next year we will all be a year older.

Sorry to report that our old friend **Henry Brackman** of Keith-Simmons Hardware Co., Nashville, Tennessee, recently was hospitalized . . . Mr. Brackman is having trouble with his right eye . . . Reports indicate he is making a steady recovery . . . Friends of **Joe Parker**, Joseph Parker & Associates, manufacturers' agent, Nashville, Tennessee, will be glad to hear that at long last Joe is getting married . . . This reporter tried hard to find out just when the wedding is taking place, but according to Mr. Parker, it will be when the dealer shows are over, factory meetings have been taken care of, and when he has been able to make a good solid trip over the territory . . . This will no doubt hold up that wedding until spring or early summer . . . Anyway, Joe, congratulations . . . Let us know all the particulars as soon as possible.

Phil Parsons, who recently joined the Perry & Barr Co., manufacturers' agents, Nashville, Tennessee, will work the extreme western part of their territory, and headquarter in Jackson, Mississippi . . . Phil was formerly with the Ford Motor Co., and was a cost

analyst . . . Don't look now, but we hear from the grapevine that Phil will be getting married some of these days soon, and to a lovely gal who works for one of our big hardware distributors . . . Mary Miller, who works in the catalog department at the Wallace Hardware Co., Morristown, Tennessee was married on January 22nd.

Ran into **Bill Edwards** the other day . . . Bill is with the Chicago Specialty Co. and headquarters in Atlanta, Georgia . . . Interesting jobs by interesting people. **Miss Martha Easter** . . . Martha is an educational representative or home economics expert for the Consumer Products Division of Corning Glass Works, Corning, New York (Pyrex) . . . Duties comprise of sales training . . . contacting news editors . . . T-V home shows . . . store displays, etc . . . she covers a territory from Delaware to Miami . . . Martha was born in Athens, Alabama . . . knows her work very well, and does an outstanding job . . . there are six girls in the United States and one in Canada who do this type of work for the Corning Glass Works.

Edwin Niven, Sr. was elected president of the Monroe Hardware Co., Monroe, North Carolina . . . He succeeds **Worth B. Plyler** who died recently . . . **Charles L. Hunley** and **Robert E. Helms, Jr.** were elected vice-presidents, and **R. A. Morrow** was named secretary . . . According to **Irwin Belk**, chairman of the board, business showed a 6% increase last year . . . New President Niven has been with the firm 32 years . . . We wish him much success in his new post.

Sorry to hear of the death of **Mr. E. M. Dawson, Jr.**, buyer for Bailey-Spencer Hardware Co., Lynchburg, Virginia . . . Mr. Daw-

son passed away on January 5th . . . Our deepest sympathy to Mr. Dawson's family and friends . . . Saw **Elvis Reid** the other day . . . he's with the Reardon Co., manufacturers of Bondex . . . Elvis was in good spirits as usual, and working over the territory with great gusto . . . Congratulations to **T. R. (Tim) Walton**, who has just been made Southeastern sales manager for the Stanley-Judd Division of the Stanley Works . . . Tim came into this territory about a year and one-half ago, and headquarters in Atlanta . . . Stanley is in their new regional offices and warehouse in Atlanta, located at Armour Drive just off the Northeastern Expressway . . . Best wishes to **John C. Coit** in his new post as president of S. B. Hubbard Co. in Jacksonville, John formerly was associated with Clarke-Siviter Co. in St. Pete . . . See you next month.

T. V. Harkins Joins Staff of Sheffield Clark & Co.

THOMAS V. HARKINS has joined Sheffield Clark & Co., manufacturers' representatives of Nashville, Tenn., to serve as representative in the entire states of Virginia and



Thomas V. Harkins

West Virginia, and the eastern portions of Tennessee and Kentucky.

A native of Memphis and a graduate of Vanderbilt University, he will headquarter in Roanoke, Va.



SUPERB PHYSICAL PROPERTIES



SUPER MONOFILAMENT

SOLD THRU SELECTED JOBBERS



THIS IS "W-80"

SUPER MONOFILAMENT FOR SPINNING OR BAIT CASTING

The "W-80" formulation contains a superb combination of physical properties . . . nothing like it ever!

Maximum strength and minimum diameter is combined with low stretch and exact limpness to provide its amazing knot test and unheard-of fatigue resistance!

The locked-in gold color of "W-80" monofilament will easily deceive the williest trout and the "gold plated" spools will captivate the most discriminating fisherman!

"W-80" Super Monofilament is produced by the famous Western Monojet Process . . . the only method that can really guarantee the utmost in quality!

You can sell "W-80" with pride and confidence . . . and with greater profit!

Write for full details and name of your nearest jobber.

HERE'S WHY

an artist's conception (magnified)



A The molecules are oriented in our exclusive Hot-Stretch Process to reduce diameter and remove surplus stretch!

B The "W-80" formulation is produced by our exclusive Monojet Process to provide amazing physical properties!



EIGHTEEN MILLION
FISHERMEN
WILL READ
OUR DYNAMIC

"W-80"

ADVERTISING
IN THESE
MAGAZINES!

AN UNPARALLED ANNOUNCEMENT
OF OUR PROUDEST
FISHING LINE ACHIEVEMENT!
STOCK NOW... BE READY!

PRINTED IN USA

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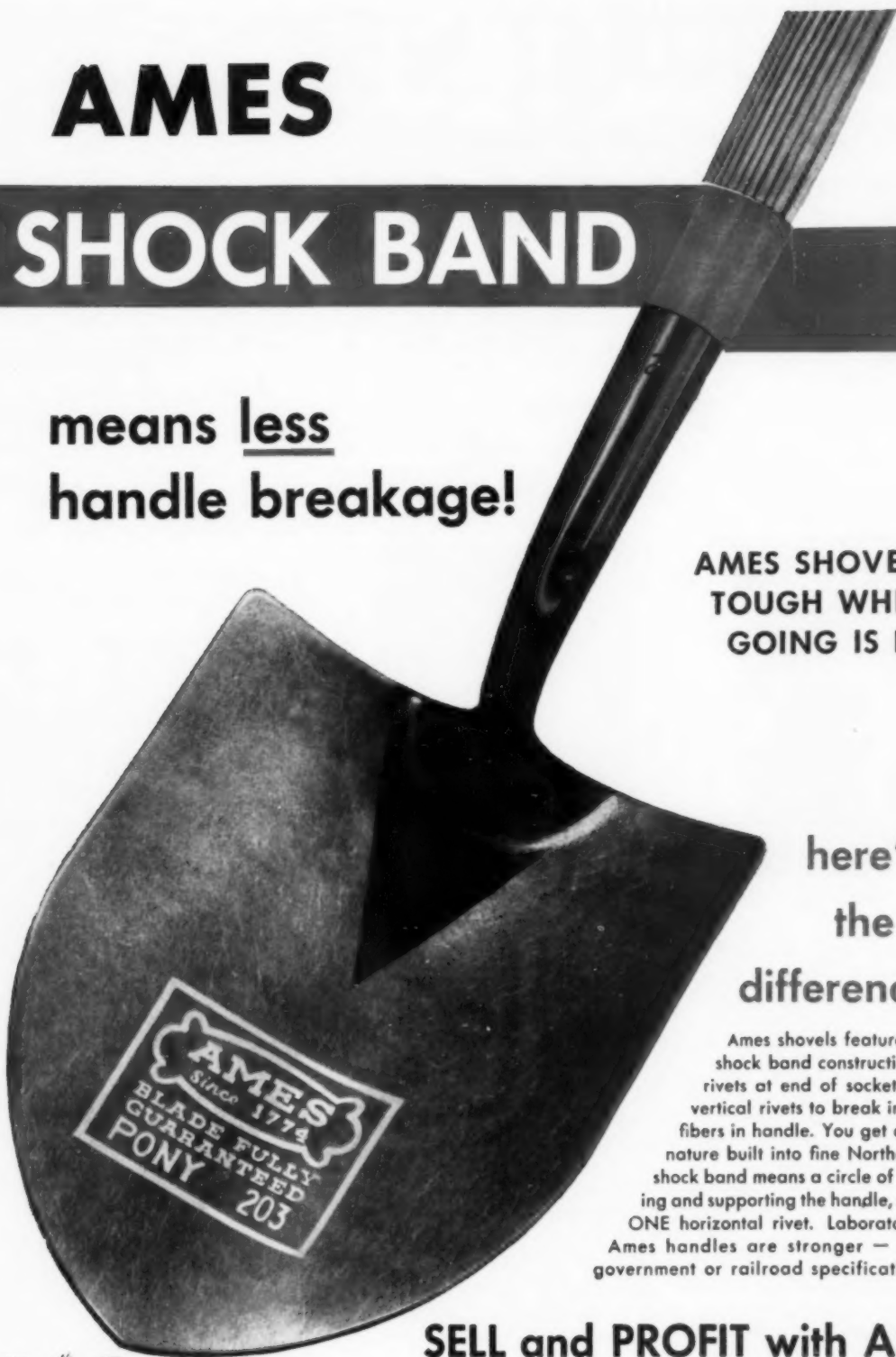
SHOCK BAND

means less
handle breakage!

AMES SHOVELS ARE
TOUGH WHEN THE
GOING IS ROUGH

here's
the
difference...

Ames shovels feature the exclusive shock band construction, eliminating rivets at end of socket. There are no vertical rivets to break important wood fibers in handle. You get all the strength nature built into fine Northern Ash. Ames shock band means a circle of steel surrounding and supporting the handle, a full 3" above ONE horizontal rivet. Laboratory tests prove Ames handles are stronger — stronger than government or railroad specifications.



SELL and PROFIT with AMES



finer products thru higher standards

O. AMES CO. PARKERSBURG, WEST VIRGINIA

SHOVELS
GARDEN TOOLS
CASUAL FURNITURE
METAL HOUSEWARES

"Colonel" Bill Parker, Jr., Heads Southern Association's Young Rebels

YOUNG executives of member companies of the Southern Wholesale Hardware Association will have the opportunity to participate more fully in association activities in the future.

A special organization for them—The Young Rebels—has been formed within the SWHA to encourage their more active participation in association affairs.

of SWHA member companies who occupy management level positions, or who are in training for such responsibilities and who have not yet reached their 45th birthday.

As stated by the new organization the purpose of The Young Rebels is "To interest the younger executives of the Southern Association member companies in



W. A. Parker, Jr.

In mid-January, a group of younger executives met in Birmingham at the special invitation of SWHA President, W. W. French, Jr. to explore the possibilities of setting up such a group.

The idea met with enthusiastic response, and the group chose as its name "The Young Rebels." Two officers were elected to head the group, a "Colonel" and a "Lieutenant Colonel." The Colonel will serve for one year and will be succeeded automatically by the Lieutenant Colonel, who will have been previously elected by members of the organization.

W. A. "Bill" Parker, Jr., Beck & Gregg Hardware Co., Atlanta, Ga., will serve as the group's first Colonel assisted by John W. Sheffield, Jr., Sheffield Hardware Co., Americus, Ga., as Lieutenant Colonel.

Membership in the organization will be limited to representatives



John Sheffield, Jr.

the Association and to provide a means for promoting their greater participation in Association activities, to provide means for obtaining more basic knowledge of industry methods and techniques, and to promote good will and fellowship among members."

Through a committee system, the new organization plans to carry on studies of problems shared by member companies and to arrange for clinics and seminars.

Plans call for a luncheon meeting each year, the first of which will be held on Monday, April 11 at the association's coming convention in New Orleans.

Black & Decker Names Mooers to Head Sales

RAYMOND G. HORNER, vice-president - marketing, The Black &

Decker Manufacturing Co., Towson, Md., announces the appointment of Malcolm D. Mooers to the newly-created position of general sales manager of the electric tool firm's Hardware Division.

Mooers started his career with Black & Decker in 1937 as sales correspondent, progressing through the positions of salesman and branch manager at several locations. His most recent position was New York district manager of the Hardware Division. In this new capacity, Mooers will be responsible for the direction and supervision of all Black & Decker Hardware Division sales activities and personnel within the U. S.

Central States Hardware Club Installs Officers

AT THE 22ND annual meeting of the Central States Hardware Club, Chicago, Clifford A. Mesler of Standard Screw Co. was installed as president for 1960. The meeting was held January 11 in the Illinois Room of the La Salle Hotel in Chicago with 200 members and their guests attending.

Other officers installed to serve were as follows: first vice-president, E. W. Swartwout, Minnesota Mining & Manufacturing Co.; second vice-president, James R. Mohr, American Steel & Wire Div.; secretary-treasurer, Ben Leve, serving his 22nd term.

Elected to the board of directors to serve three years were Gerald D. Fisher, with Wickwire Spencer Steel Division of Colorado Fuel & Iron Corp.; Stephen E. McPartlin, McPartlin Sales Co., manufacturers' representatives; and Kurt G. Penn, of Star Expansion Bolt Co.

Andy Anderson, of Redi-Bolt, Inc., was in charge of the entertainment.

Warren Tool Appoints New Representatives

WARREN TOOL Corp., Warren, Ohio, is now being represented in Texas, Oklahoma, Louisiana, and Arkansas by H. A. Varner and R. E. Cox, operating under the partnership name of H. A. Varner and Associates, with offices in Dallas and Houston, Texas.

NEW TARGET GUN!

Designed for MARKSMANSHIP TRAINING

Now with 50-shot automatic feed feature—for more accuracy—more sales appeal! Successfully introduced in NRA's National Rifle Matches, Junior and Tyro School at Camp Perry, Ohio. Approved for NRA 15-foot range use at home and in clubs. Ideal for family fun and inexpensive target practice.

7 SPECIAL TARGET- SHOOTING FEATURES:

**HOODED 4-WAY FRONT SIGHT
WITH 4 APERTURE DISCS**
(Illustrated Above Gun)



**MODIFIED "BEAVERTAIL"
FOREARM OF WOOD**



ADJUSTABLE REAR PEEP SIGHT



**SPECIAL
"SOFT" TRIGGER SQUEEZE**

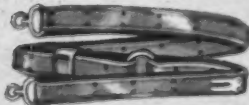


**AUTOMATIC-FEED
MECHANISM FOR
GREATER SHOOTING
ACCURACY**



WOODEN STOCK "ADJUSTABLE"

Template and Directions for shortening stock to fit shooter's arm-length.



**ADJUSTABLE TOP GRAIN
LEATHER SLING**

Thick, heavy top grain leather sling fully adjustable for all Official NRA Sling Shooting Positions.



FIRST BB GUN SHOOTING RICOCHET SOUND!

—with or without BBs!

Brand NEW 850-shot "97" makes real ricochet sound when shooting BBs—same exciting sound when fired without BBs. A sensational sales feature! Western styled.

**\$6 VALUE GUN FREE IN
SPRING PROMOTION PACKAGE OFFER!**

PACKAGE CONTENTS

(No. 00-61-0170)

	Retail Value
(1) No. 99 TARGET SPECIAL RIFLE.....	\$14.95
(2) No. 97 RICOCHET SOUND BB GUN..	19.90
(1) No. 25 PUMP GUN.....	9.95
(2) No. 107 SLIDE ACTION RIFLE.....	15.90
(2) No. 94 WESTERN CARBINE.....	15.90
(2) No. 102 CUB GUNS.....	11.90
TOTAL	\$88.50

**With FREE 102 COUPON,
STREAMERS, AD MAT**

PROMOTION PACKAGE No. 00-61-0170

10 Individually Packed Cartons in Shipping Container
Weighing 33 lbs.

Offer Ends May 1, 1960

Big Spring Advertising on TV—IN COMICS—BOYS' LIFE

DAISY MANUFACTURING COMPANY • ROGERS, ARKANSAS, U.S.A.

PRICES HIGHER CANADA

N. Y. Wire Cloth Makes Executive Appointments

STUART M. JONES recently was made executive vice-president of New York Wire Cloth Co., York, Pa., according to L. D. Root, Jr., president.



Stuart M. Jones



William F. Sewert

Jones has been vice-president and general manager of the wire products division for the past two years. His new duties will include the direct supervision of activities in all plants and subsidiaries of the New York Wire Cloth Co., including the Lofstrand Co., Rockville, Md., and the Liberty Wire Co. and Liberty International, Inc., Hato Rey, Puerto Rico.

The promotion of William F. Sewert to general sales manager was also announced. Sewert will assume full responsibility of all sales and marketing activities. He has been serving as sales manager for the past seven years.

Campbell Names Ruffin as District Manager

THE APPOINTMENT of David A. Ruffin as district manager of the Campbell Chain Co., of York, Pa., is announced by A. A. Hally, vice-president - marketing. In his new position Ruffin will be in charge of commercial, industrial, and automotive chain sales in Alabama, Arkansas, Louisiana, Mississippi, Oklahoma, Tennessee, and Texas, working with Walter J. Jacobs and C. W. Massey. He will continue to maintain a sales territory which will include Oklahoma and portions of Arkansas, Louisiana, and Texas.

Before joining the Campbell Chain Co. in 1958, Ruffin was as-

sociated for four and a half years with the John K. Wilson Co., hardware and industrial supply manufacturers' representatives.

Wuerth Organization to Represent Vocaline

VOCALINE Co. of America announces the appointment of Henry E. Wuerth & Associates, 84 Laurel Drive, N. E., Atlanta, Ga., as sales representative.

The Wuerth organization will serve as the exclusive hardware representative for Georgia, Alabama, Tennessee, Florida, North and South Carolina, and will handle the full line of Vocaline electronic products.

Successful Hunt for Southeastern Wholesalers



Hunting in the area of Chestertown, Maryland not long ago this group of hardware folks from the Southeast bagged a fine collection of geese. From left: W. M. Huie, Beck & Gregg Hardware Co., Atlanta, Ga., Fred Shackelford, Wimberly & Thomas Hardware Co., Birmingham, Ala., Clay Threton, Remington Arms Co. representative, and W. W. McManus, King Hardware Co., Atlanta, Ga.

"F"
Series

**Lower
Prices**

**More
Water**

**Deeper
Settings**



NEW **DEMING** **Submersible** **PUMPS**

The New Deming "F" Series of Submersible pumps is modern in design, accurately machined and tested to give you the best performance. "Fianite"® parts assure smoothest waterways. The motor is furnished with 3-wire cable and lightning surge arrester.

*For complete details
use the coupon below.*

The DEMING Co.

388 BROADWAY • SALEM, OHIO

Send me the new "F" series Submersible brochure.

NAME

COMPANY

ADDRESS

CITY ZONE STATE

OUR **80**th  YEAR **PROGRESS
WITH
EXPERIENCE**

Sterling Hardware Now Solely A Distributor

STERLING Hardware Co., wholesalers in Hazard, Ky., held in January its first general sales meeting as a 100% distributor operation. In April, 1959 the company closed the doors of its retail store and entered this new phase of its history.

Commenting on the change, Rex C. Farmer, executive vice-president, said that "the retailers of Hazard, Perry County and those located in the other counties we serve have responded with magnificent support to our April decision."

Founded by the late Knox Turnbull in 1915, the company begins its 45th year of service to the southeastern Kentucky area. The January meeting was held in the company's show rooms and was concluded with a banquet at the La Citadelle resort motel. The meeting was attended by management, buyers, inside and outside salesmen, and manufacturers' representatives who presented their lines. Four such meetings will be held annually in the future.

Among those presenting lines were C. H. Somers, Westclox clocks and watches; Kess Forster, Huffy lawn mowers and bicycles; L. H. Raulston, United States coal, gas, oil heaters and ranges; Mike Derrick, Perry & Derrick paints and Colorotor color dispensing machine; Howard Cartwright, Bird & Son vinyl floor coverings.

Sales Meeting Held by Sterling Hardware Co.



Shown above are company personnel and factory representatives who attended the first general sales meeting held by Sterling Hardware Co., Hazard, Ky. The company closed its retail operation last April and now functions as a distributor only.

Officers and key personnel of the company are: F. M. Medaris, board chairman and treasurer; Knox Turnbull, president and nephew of the founder; Rex C. Farmer, executive vice-president; James M. Owens, vice-president and buyer of major appliances and furniture; Mansfield Dixon, buyer of plumbing, heating and heavy hardware; and A. J. Naze, buyer of housewares and shelf hardware.

Fred H. Johnson Joins Knight & Wall Co.

FRANK M. COOPER, III, president of Knight & Wall Co., hardware wholesalers in Tampa, Fla., announces the appointment of Fred H. Johnson as assistant to the president.

Johnson was formerly president of Shapleigh Hardware Co., St. Louis, Mo. Prior to joining Shapleigh he was vice-president of Lufkin Rule Co., of Canada, Ltd., Barrie, Ontario, and prior to this was associated with the Marshall Wells Co. in the United States and Canada.

Union Carbide Appoints Sales Vice-President

THE APPOINTMENT of J. F. Warnell as vice-president — sales of Union Carbide Consumer Products Co., division of Union Carbide Corp., is announced by A. C. Bryan, division president.



J. F. Warnell

Warnell, a native of Cairo, Ga., first became associated with Union Carbide in 1933 when he joined the sales staff of National Carbon Co., a division of the corporation. He served as district sales manager in both Atlanta, Ga. and New York. He was named manager of National Carbon's battery products sales in 1952 and general sales manager of consumer products in 1958. When Union Carbide Consumer Products Co. was formed in August of 1959, he was named general sales manager of that division.

New Credit Plan Set Up for Moto-Mower Products

MOTO-MOWER product sales are being facilitated by a new credit plan that assists distributors in financing dealer stocks of power mowers and garden equipment. Dura Corp., of which Moto-Mower, Inc., is a subsidiary, has set up a new credit subsidiary that enables a dealer to floor-plan a full line of Moto-Mower equipment without capital investment.

In announcing the plan, J. Thomas Smith, president of Dura, said that dealers will now be able to merchandise products "throughout the entire selling season in an aggressive manner, without recurring cash-deadline crises."

The new plan, available nationwide to participating Moto-Mower distributors and their dealers, adapts the principles of trust-receipt floorplanning to the medium-price range of products. It is the first such credit plan ever to be offered by a power-mower manufacturer, Smith stated.

**NOW! each EVANS POCKET TAPE
comes packaged in**

"HOLSTER PAK"

(U. S. Reg.)



**THE GREATEST IDEA FOR PACKAGING
AND MERCHANDISING IN YEARS!**

"HOLSTER-PAK", the greatest merchandising advancement in packaging of the decade, is the perfect blend of product, package, promotion, and utility. This sturdy leatherette tape-holster clips on the belt and keeps the tape handy on the job at all times. Your customer actually gets the holster FREE!

Now, all Evans pocket tapes (except Thin-Tape) come to you ready-packaged in this sensational form-fit "Holster-Pak", each mounted on an individual peg-board card that can also stand by itself on the counter or in the window.

And to help you put "Holster-Pak" across big, Evans has developed a revolutionary new point-of-sale "Ferris Wheel" display — the first display piece made specifically for mounting on pegboard, and to stand on the counter, too. It has action... it has sound... it has SELL! Ask your jobber about it!



Evans RULE CO.

FACTORIES AT ELIZABETH, N. J. & MONTREAL, QUE.

Varner and Associates to Represent Acme Shear

THE ACME SHEAR CO., Bridgeport, Conn., has appointed H. A. Varner and Associates, Dallas, Texas, to act as manufacturers' representative for Kleencut Scissors and Shears in Texas, Oklahoma, Arkansas, and Louisiana. The announcement was made by B. C. Deuschle, Acme vice-president.



Varner

Cox

At the same time, H. A. Varner, president of the Varner company since its inception in 1952, announced that Rob-Ell Cox had become associated with him as of January 1.

Cox has been in the hardware field since 1932. He was associated with Higginbotham-Pearlstone Hardware Co. in Dallas for 12 years, and left that company in 1944 to join Sheffield Clark & Co., manufacturers' representatives of Nashville, Tenn., where he remained until his new association with Varner.

Herbert A. Varner started in the hardware field in 1929 when he joined Sears, Roebuck & Co. as a tool promotion man. Before forming his own company eight years ago, Varner was also hardware buyer for Watts Hardware & Supply Co., San Antonio, Texas, and sales manager for Findlater Hardware Co., San Angelo.

Huffman Elected President of Bicycle Institute

HORACE M. HUFFMAN, JR., was elected president of the Bicycle Institute of America at its 42nd Annual Convention, January 18-

22, at the Boca Raton Club, Fla. He follows in the footsteps of his father who served as B.I.A. president 40 years ago.

Huffman, president of the Huffman Manufacturing Co., Dayton, Ohio, succeeds N. R. Clarke who served as head of the B.I.A. for the past three years.

Everett Short, Walthour & Hood Co., Atlanta, Ga., was named secretary of the organization.

Summers Hardware Holds Successful Sales Clinic

F. L. WALLACE, JR., vice-president of Summers Hardware & Supply Co., Johnson City, Tenn., announces that the company completed a successful sales clinic in December with salesmen of the wholesale organization meeting with factory representatives in small groups in a local motel.

Among those manufacturers who participated were Carlon Products Co., Coleman Co., H. D. Hudson Co., Rubberset Co., Glidden Co., Amerock Corp., True Temper Corp., Union Carbide, Portable Electric Tools, Ansul Fire Extinguisher Co., Sherman-Klove Co., Acme Quality Paints, Kaiser Aluminum & Chemical Co., Apple-

ton Electric Co., Bryant Electric Co., Kordite Corp., Berkeley Products, Zebco, Glen L. Evans, and Newton Line.

Canale Joins Deming Field Sales Staff

FRANK J. CANALE recently joined The Deming Co. as representative in Louisiana, southern Mississippi,



Frank J. Canale

Alabama, and western Florida. He will headquarter at 1324 Leonidas St., New Orleans 18, La.

Award for Beck & Gregg



For the second consecutive year, Beck & Gregg Hardware Co., Atlanta, Ga., has been the largest volume distributor of builders hardware for Yale and Towne Mfg. Co. In recognition of the achievement, J. D. Young, center, general sales manager of Yale and Towne's hardware division, awards a plaque to J. Frank Burton, Sr., who heads Beck & Gregg's builders hardware department. Looking on are W. A. Parker, Jr., vice-president and general sales manager for Beck & Gregg and Harry Talgo, Southeastern regional sales manager for Y. & T.

DEVCON[®] REPAIR MATERIALS

*a complete line of products
for every home repair job*



Plastic Steel[®]

the original epoxy repair material with over 1,000,000 uses for permanent home, farm, auto, boat repairs. Available in box or blister package. Recommended where great strength is required.



DEVCON[®] "2-TON"

THE EPOXY "SUPER GLUE"

the dual-purpose material — provides tremendous bonding power for any repair — also, ideal for all porcelain and appliance repairs — hardens to a glossy white finish.

DEVCON[®] Rubber

real rubber in semi-paste form for all kinds of flexible repairs.



DEVCON[®] LIQUID aluminum

real aluminum in paste form — immediate repairs right from the tube. Seals, fills, caulks — will not rust.



DEVCON[®] STEEL

for quick, easy repairs to furniture, toys or any damaged metal, wood, concrete or glass materials. Can be finished to any metallic coloring.



Why stock a multitude of different types and makes of repair materials when the 5 Devcon Repair Materials will complete every home, auto, farm and boat repair job. Here is your single source of supply for proven quality products. Devcon backs your sales efforts with extensive national advertising and publicity — LIFE, READER'S DIGEST, etc. — as well as a wide variety of free sales aids.



NOW AVAILABLE!

Here's the new compact, revolving Devcon Repair Center offered FREE to you in combination with 24 packages of famous Devcon repair materials. Get in touch with your wholesaler or the factory for all the facts on this self-service merchandiser that spurs impulse buying.

Contact your wholesaler or write the factory direct for full details on the Devcon profit package . . . every item gives you a full 40% profit!



DEVCON CORPORATION

405 Endicott Street, Danvers, Mass.

POURED PILLAR OF STEEL TRADE MARK

Rowell Succeeds Kleinhenn as S. L. Allen Sales Head

WILLIAM H. ROWELL recently was made general sales manager for S. L. Allen & Co., Inc., Philadelphia, Pa., according to William T. Llewellyn, company president.



William H. Rowell

Rowell takes over the post from Walter H. Kleinhenn who recently observed his 50th anniversary with the company. Kleinhenn, who had been serving in the dual capacity as sales manager and secretary, will continue in the latter post.

Prior to joining S. L. Allen & Co., Rowell was associated with Dresser Industries of Dallas, Texas, and during his 20-year career as a merchandising and marketing executive had been associated also with Butler Manufacturing Co., Kansas City, and the Studebaker Corp., South Bend, Ind.

♦

Vic Clark Joins John T. Everett & Co.

VIC CLARK, widely known among hardware wholesalers throughout the South Atlantic states, joined John T. Everett & Co., manufacturers' representatives, effective March 1, according to a recent announcement from W. N. Wilkerson, president of the firm.

A veteran of 25 years with Atkins Saw Division of Borg-Warner Corp., Indianapolis, Ind., Mr. Clark has retired from his sales position at Atkins. He lives just

Pioneer Buyer is Honored



In honor of his 50th anniversary with Townley Metal & Hardware Co., Kansas City, Mo., Ernie Poehler, right, recently was presented a gold-plated Channellock plier by Dan Schmelzinger, Champion DeArment Midwest sales representative. Poehler was a pioneer buyer of Channellock pliers when they were introduced to the trade in the early thirties.

Stanley Assigns Southern Florida to Raymond Wedge

STANLEY HARDWARE, division of The Stanley Works, New Britain, Conn., will be represented in the Southern Florida territory by Raymond J. Wedge, according to a recent announcement.



Raymond J. Wedge

outside of Richmond, Va., and will travel the South Atlantic states specializing on the Atkins line, and assisting the other Everett salesmen in their respective territories.

Born in Brookline, Massachusetts, Mr. Clark spent the early portion of his business life with Liquid Carbonic Co., and the remainder with Atkins. He has made his home in the South for many years. He is married and has one daughter living in Atlanta.

Wedge has been a sales representative in the metropolitan Chicago area since 1958 and joined the hardware division in 1956 following service with the Navy. A native of Waterbury, Conn., he formerly represented Johnson Metal Hose, Inc., and Scovill Manufacturing Co., both of Waterbury, Conn. He was graduated from the University of Connecticut in 1951.

Allegretti & Co. Occupies Modern New Home



Stepped-up production schedules have started with the expansion of Allegretti and Co. to its new, modern 50,000 square foot factory in North Hollywood, Calif. Since 1946, this organization, headed by Albert and Joseph Allegretti, has been prominent in the manufacture of lawn trimmers and edgers.

Ries Assumes Sales Post with Gilson Brothers

GILSON Brothers Co., Plymouth, Wis., announces the appointment of Tom Ries to the position of assistant sales manager.



Tom Ries

Ries formerly served with Clinton Engines Corp. as a field sales engineer. He became associated with Gilson Brothers Co. in November of 1959 and will be working with the company's field sales representatives.

Albany Hardware to Hold Dealer Show March 29-31

ALBANY Hardware Co., Inc., Albany, Ga., will hold its Dealer Hardware Show March 29-31 in the local National Guard Armory. The Armory is located two blocks from the store and has adequate space to take care of the exhibits. The booths will range from 8' x 8' to 8' x 12' in size, according to Red D. Hubbard, vice-president of the wholesale organization.

In inviting manufacturers to participate, the company states that there will be no charge to the manufacturer for any booth space. No door prizes nor any type of financial aid will be solicited by the company, and whether door prizes are given in individual booths will be left to the discretion of the individual manufacturer.

Each manufacturer will be in charge of decorating his own booth, Hubbard states, but Albany Hardware will furnish any help that might be needed. The booths will be available to the representatives on Saturday, March 26.

"QUALITY"

I.P.F.

...these initials represent dependability...

OFFERS THE MOST COMPLETE LINE...

Write for complete catalog and new lower wholesaler discounts.

INDUSTRIAL PLASTIC FITTINGS DIVISION

THE R & K PLASTIC INDUSTRIES CO.
FACTORY: 3891 W. 150th St., Cleveland 11, Ohio
SALES OFFICE: 11 W. Pennsylvania Ave., Towson 4, Maryland

I.P.F. offers the most complete line of insert fittings in styrene copolymers or nylon and SWP fittings in ABS material. Only top quality virgin materials are used in I.P.F. fittings, yet the wholesaler pays less for these superior fittings from I.P.F. than from any other source.

As the largest independent manufacturer of plastic fittings, I.P.F. can ship direct to you from warehouse stock at prices that enable the wholesaler to make a full profit and still benefit his customers.

For large or small orders, I.P.F. is your best fittings source.

Brunswick to Acquire Union Hardware Co.

THE BRUNSWICK-Balke-Collender Co., Chicago, Ill., has agreed to acquire Union Hardware Co. of Torrington, Conn., it was announced recently by B. E. Bensingner, Brunswick's president, and E. Morris Jack, president of Union Hardware. The present Union Hardware management organization will continue to operate Union as a division of Brunswick.



J. Donald Bell

Bell Joins Stanley-Judd Field Sales Organization

J. DONALD BELL has joined the field sales organization of Stanley-Judd of Wallingford, Conn., a division of The Stanley Works. He will work out of the Atlanta, Ga., office and cover the Georgia, part of Tennessee, Alabama, and northern Florida territory.

He comes to Stanley from the Lumite Division of the Chicopee Manufacturing Corp. where he was

a sales correspondent in the customer service department.

Van Hoogenhuyze Appoints Barnes to Sales Post

THE APPOINTMENT of Walter Barnes as assistant sales manager of Wm. Van Hoogenhuyze Hardware Co., Inc., San Antonio, Texas, is announced by N. F. Van Hoog-

enhuyze, president of the wholesale organization.

Barnes was previously associated with Shapleigh Hardware Co., St. Louis Mo., for 32 years.

CONVENTION DATES

National Events

American Toy Fair, March 7-16, Hotel exhibits at New Yorker and Sheraton-Atlantic, New York.

Industrial Supply Convention, May 23-25, Conrad Hilton Hotel, Chicago. Sponsored by American Supply & Machinery Mfrs. Assn., W. B. Thomas, Hunter-Thomas Associates, 2130 Keith Bldg., Cleveland 15, business manager; National Industrial Distributors' Assn., 1900 Arch St., Philadelphia 3, Robert C. Fernley, executive secretary; Southern Industrial Distributors' Assn., 712 Volunteer Bldg., Atlanta, Ga., E. L. Pugh, secretary-treasurer.

National Hardware Show, October 10-14, Coliseum, New York City. Frank M. Yeager, managing director, 331 Madison Ave., New York 17, N. Y.

National Builders Hardware Assn. Management Conference, April 4-9, Princeton, N. J. William F. Haswell, 515 Madison Ave., N. Y.

Regional Events

Southern Wholesale Hardware Association and American Hardware Manufacturers Association—Joint convention, New Orleans, La., April 10-13. Headquarters, Roosevelt Hotel. Ralph E. Kirby, 806 Peachtree St., N. E., Atlanta, Ga., Managing Director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, N. Y., Secretary, AHMA.

State Events

Florida-Georgia, convention and exhibit, Mar. 13-15, George Washington Hotel, Jacksonville, Fla. R. L. Ricker, managing director, 1558 San Marco Blvd., Jacksonville.

500,000th Registrant Receives Show Key



Robert J. Duquette, center, merchandising manager of Moore-Handley Hardware Co., Inc., wholesale organization in Birmingham, Ala., is receiving a "Key to the National Hardware Show," honoring him as the 500,000th registrant since the show's inception in 1946. John B. Dowling, a Yale & Towne sales manager, is making the presentation on behalf of the show as Harry G. Talgo, Yale & Towne Southeastern regional manager, looks on. Duquette was presented also with a lifetime pass to the annual event which is held in New York City's Coliseum.

Make BIGGER PROFITS with BRONSON! (the BIG name in fishing reels!)

BUY OF THE CENTURY

SAIT-CASE! REEL "DISPLAY PACK" No. 31

Includes one each . . . SYMBOL (4700), GREEN HORNET (3300), FLEETWING (2475), VETERAN (1800), METEOR (1500), ALTOONA (1200), 10% EXTRA DEALER PROFIT

Retail Value	\$36.55
Special Dealer Price	\$19.74
DEALER PROFIT	\$16.81

DISPLAY PACK



NEW! 2 Colorful Display Packs

PROVEN MONEY MAKERS!

SEVEN REELS FOR THE PRICE OF SIX!

SPIN-CASTING REEL "DISPLAY PACK" No. 32

Includes . . . two PILOTS (925), two CLASSICS (920), two SAVAGES (910), PLUS the FREE SAVAGE reel.

Retail Value	\$85.65
Dealer Price	\$45.42
DEALER PROFIT	\$40.23

Order from your nearest jobber . . . TODAY!



BRONSON... Home of the nation's fastest selling and most famous reel
DART 905



lowest priced
American-made Spin Casting reel with
no line twist... STILL \$5.95 retail!
Stock up now, get your order in early!



FREE-FREE-FREE-FREE

All-new 12-page full color "FISHING HANDBOOK FROM BRONSON". Cramped with valuable fishing tips. Used as direct mail piece or counter give-away item. Order your quantity copies today . . . FREE! Shipment made free to dealers on request. Write Bronson Reel Co., Bronson, Michigan.

BRONSON REELS

BRONSON, MICHIGAN • Division of Frigbie Manufacturing Co.

DIXISTEEL® Top Quality Nails In Modern 50 lb Caddys



Every size, type, and finish of DIXISTEEL Nails is available in the handy 50-pound Nail Caddy. It is strong, durable, and weatherproof; makes a convenient and useful bin. It's easier to handle, easier to use on the job. And best of all you can always count on the quality of DIXISTEEL Nails—made in Dixie for Southern needs.

ORDER **DIXISTEEL** NAILS FOR EVERY NEED

Here are a few of the many types available:

BRIGHT—GALVANIZED—BLUED—CEMENT COATED



Made Only by

ATLANTIC STEEL COMPANY • ATLANTA 1, GEORGIA
P. O. Box 1714
Trinity 5-3441





This window at Stewart Bros. appeals to the home gardener.



DeSoto Hardware presents a backyard barbecue display.

Make the Most of Your Windows!

**"No other advertising medium offers so much
in sales for so little in cost . . ."**

WINDOW DISPLAYS are the hardware dealer's cheapest form of advertising—and often his most effective medium. With higher postage rates and rising newspaper advertising costs, more stores are giving increased attention to improving window displays.

"No other advertising medium offers so much in sales for so little in cost," as one Memphis, Tennessee dealer puts it.

If you are an "average" dealer, chances are that you could spend

By Richard Lane

profitably more time with your window displays—whether you are willing to admit it or not.

The best proof that good window displays go hand in hand with sales success is offered by the "above average" dealer. The hardware store with consistently good, eye-catching displays usually is doing "above average" business.

Yet that shouldn't be surprising.

Store windows—like the headlines in your town's newspaper—are showcases designed purely and simply to catch the eye. How well you design them determines their effectiveness.

Whether you lean toward mass displays or related groupings, there are certain basic rules for getting the most out of your windows, successful designers agree.

They are simple rules—as simple as timing, cleanliness, lighting, and change.

Four basic rules for effectiveness:

Timing

Change

Cleanliness

Lighting



Sales figures prove that extra planning and effort spent on these four factors pay off.

Take a look at the results reported by several promotion-minded Memphis dealers. These dealers are aggressive. They are making full use of window display opportunities to increase store traffic and sales.

Dewey Lampkin, advertising manager of Stewart Bros. Hardware Co. and long regarded as one of the city's top window display artists, has a simple success formula.

"Our five large windows are changed on the average of once

every 10 days in order to keep down dust and at the same time give the passing public something new to look at," Lampkin explains.

"With thousands of persons passing our busy Crosstown intersection once or twice a day, our windows can become 'dead' if not changed regularly. With the windows changed regularly once a week or 10 days, the public gets in the habit of looking to see what's new.

"We keep the windows floodlighted at night until 9. Often to prevent a good display from going stale, we merely move it from one

window to another, making minor changes. By having windows on two streets, this can be done to good advantage."

In the matter of timing, Lampkin tries to stay ahead of the trade—to hit the buyer's instinct before the buyer is even aware that he wants to buy. This is particularly effective with garden seeds and tools as well as with lawn care items.

Lampkin is perhaps the city's foremost exponent of mass displays of hardware. With large windows, this technique can be used with dramatic impact.

For example, an entire window



The sales success of power and hand tools at Pierce and Barry is enhanced by effective window promotion.

DeSoto's window of wheelbarrows backs up his belief that an "uptown" store can sell this item as well as a suburban.



SOUTHERN HARDWARE for MARCH, 1960



To stay in the "above average" class, hardware dealers in Memphis spend much time and thought on their window displays.

There's impact in mass display as shown in the Stewart Bros.' windows at left, featuring step-ladders, paints, and pails, respectively.

devoted to stepladders, or garbage cans, or ironing boards, or paint, or housewares is a powerful sales stimulant. The store once sold 10 dozen folding clothes dryers in less than two weeks, solely through window displays. It disposed of an entire carload of garbage cans, tubs and pails after arranging two full window displays.

Lampkin keeps one window full of paint all the time, regardless of the season. Paint is a major item with the store and it has a name-brand exclusive in the city. Therefore, it promotes paint heavily.

Stewart Bros. also keeps a window display of fireplace fixtures

the year 'round. Many sales of andirons, screens and gas logs are made in the hottest summer months, although some dealers may consider these items as winter specialties — something to be tucked away out of sight in the storeroom during the summer.

Lampkin explains the store's hot weather success with these heating items thusly: "Many new homes are built in the summer. Homeowners don't want to wait until fall or winter to fix up the living room or den fireplace attractively—they want the items installed immediately to give the

(Continued on page 70)



Best Hardware and Appliance Co., a suburban store, frequently has a window of garden and lawn items. Best appeals to the housewife, too, with attractive displays of housewares.





By Sophie W. Ellis

Through the use of knocked-down fixtures which can be assembled as needed, Oaklawn Supply Co. is able to display \$100,000 worth of merchandise, with every item visible. Owner W. R. Terrell points out the pipe supports, topped with door flanges and resting on rubber crutch tips.



Mobility of Display Maintains

A REMODELING plan, set up 10 years ago to make the most of the then current sales opportunities, still operates effectively for the Oaklawn Supply Co., Hot Springs, Arkansas. Believing that last year's fixtures and display ideas may not work for this year's sales, Owner W. R. Terrell took a peek into the future. Display fixtures that could be changed almost instantly, without trouble, answered his demands for showing the newest items as they are available.

Terrell's long-range remodeling

plan is based on knockdown display tables and shelves that can be made in his own store workshop, by floor salesmen who double as shop mechanics when they are not busy making sales. He started replacing the old display fixtures one by one. After 10 years

Different Each Day

of continuous effort, he now has only one table in the store that was in use when he took over. Every day the store presents a slightly different appearance to people

who come in often. This is possible because the mobile fixture units are taken down and reassembled without the use of tools.

The tiered tables are made of plywood supported by iron or galvanized 3/4-inch pipe. Borrowing some tips from the national association, modified by ideas of personnel, the owner and his turn-over-conscious salesmen always have material in the store's workshop that can be crafted into new display units.

Most of the display tables start with a kick rail on the floor. The



The versatility of the store's fixtures is shown above in the displays of lawn and garden supplies, small electrical appliances, electrical and plumbing supplies.

That "Up-to-Date" Look

first shelf is a 4 x 8-foot sheet of 3/4-inch plywood. The set-back second shelf is supported by pipes cut to fit the height of the display needed. The pipes are topped with 3/4-inch floor flanges and rest on rubber crutch tips. The wide floor flange that supports the shelf makes the mobile display unit strong and steady. The rubber crutch tip on which the pipe rests prevents slipping.

These knock-down styles of display units have the advantage of being stored in reserve when not needed, or stacked in a few

minutes when a new season dawns or new items are bought.

Provides Self-Service

"This plan is my answer to as much self-service as the hardware dealer can give efficiently," Terrell said. "I do not feel that complete self-service is practical for the hardware dealer. Too many people don't know what they want, nor how to find it, even in the modern store with open display. But when everything is shown on tiered display units tailored for

that particular display, the customer can point out what he needs to the salesman."

Terrell plans pre-season displays carefully. His aim is to be the first in his town to show complete displays of seasonal items. His mobile display units help him to make the most of seasonal items, and to show them effectively at the front of the store, where they can work to increase floor traffic and to multiply turnover through the sale of related items.

Typical of his views concerning
(Continued on page 72)

Jack Tinkle, hardwareman with a flare for colorful publicity, sets off a "bad-debt" bonfire.

By Margot Mejia

The Fire

Read 'Round the World!

WITH JET-LIKE speed, the little bonfire set off by Jack Tinkle, hardwareman of Beaumont, Texas, spread across the nation and into foreign countries—not with flames but words! "It seemed so insignificant," apologized Tinkle. "All I

did was drag out a box of worthless, unpaid accounts and burn them up. But within 24 hours, my firm was written up in 50,000 front-page headlines!" The owner of the 3-store "Jack's" hardware chain gives a couple of reasons un-

derlying the big-news stunt.

"In all honesty," he claims, "I must say that I planned the bill burning as a small publicity stunt. I had a definite motive, but I certainly hadn't counted on the consequences. Our third store—opened about four years ago—was set up right from the beginning on a strictly cash basis. This policy was working beautifully. Meanwhile at our other two stores, we were accumulating some \$4,000 yearly in unpaid credit accounts. I'd been watching the big grocery chains," he continued, "and I knew a cash business could be made popular once our customers became accustomed to it and saw its advantages.

"So," Tinkle said as he replaced his ever-present black cigar, "we



The thoroughness of Tinkle's merchandising is evidenced by the chain hardware display left. Customer can select anything from a clevis to a nose ring.

Behind the owner's publicity stunts and a general-store "jungle" of stock, lie his sound merchandising policies.



The lazy, cluttered general-store look of Jack's oldest store is contradicted by a steady flow of customers. Although a stock of oil lamps and chimneys might be considered obsolete, sales are steady for this merchandise.

staged the bonfire to touch-off our new cash-only policy for all three stores.

"Then I got to thinking about the people who'd run up the \$80,000 in bad bills that I was going to burn," he explained. "Maybe their circumstances had changed and maybe they'd become good cash customers, even though I couldn't collect their old debts. Besides that, I was sick and tired of handling those papers—some of them dating back 30 years ago when I started in this business."

Overwhelming Reaction

Even though the owner admits to telling a few townspeople of his intentions, he was amazed by the crowd which appeared to watch the burning. After he and his son consigned the accounts to a trashcan in the parking lot and set them afire, a mobile broadcasting truck, reporters, photographers, and the Beaumont fire marshal appeared on the scene. The onlookers and Tinkle, himself, chalked it up as just another good publicity gag and went on about the day's business. Next day, the news of the fire had been picked up by syndicates across the country and by Stars and Stripes overseas papers. Letters and phone calls poured in while Jack's salespeople tried to cope with the hundreds of sight-seers.

"Talk about your overnight celebrities!" marveled Tinkle who goes around khaki-clad in his pickup truck, despite his thriving chain of stores and officership in a local bank. "Even though I was pretty

A portion of Jack's 4,000-item stock of springs is on a display board. Code numbers listed beneath each spring correspond with those on stock boxes.



much stunned by the aftermath of the bonfire, I realized that I had gotten the kind and amount of publicity that money can't buy."

Being a reporter's delight is nothing new to the Jack's chain. A great deal of local feature material has been unearthed and written up around the South Fourth Street store's atmosphere and incredible array of stock. After leaving the busy Beaumont sidewalks, a visitor can well believe himself in an authentic "general store" of a century ago. Because it serves a countryside of ranchers, farmers, and cattlemen, much of the merchandise would mystify a city-bred customer. And a sophisticated dealer might dismiss the rows of churns, the selection of nose rings for bulls, and the stock of at least six models of oil lamps as poorly-planned and inefficient. But behind the seeming jungle of stock lies a sound merchandising principle—both for publicity and for sales. "I stick to an old-fashioned saying—if you don't have it, you can't sell it," Tinkle commented. "For example, suppose that my customer is a rancher who's about to build a fence. Why, after he's made a spe-

cial trip to town, should I let him go elsewhere for his hardware, post-hole digger and wire-cutters after I've sold him the fence posts?

"Then there's my problem of springs, one which pesters every hardware dealer and which I've finally solved. These are nickel-and-dime items but when a customer needs one, he needs it badly! Most of all, I knew if he could find it at my store, he'd remember and come back when he needed bigger merchandise. It was several years," he continued, "before I located a firm in California who could supply the complete range I felt was necessary."

Jack's now features 4,000 springs in all sizes, shapes, and varieties. Handling them is made easy by using the array set up on the manufacturer's display board. A customer needs only to select the spring he needs and ask for it by code number on the board. The salesman reaches under the counter for the box bearing that number. Stocking is also simple because the permanent, manufacturer-supplied boxes are set aside as their supply becomes low and any amount of

(Continued on page 74)

New Store's Ideas Are Spiraling Profits Upward



Doorway to Hobby Shop reveals well-stocked private room where hobbyists may browse. Hobby Manager Pete Snow, right, discusses item with customer.

By
M. M. Clayton

THE CENTER Hardware Co. in the Park Road Shopping Center of Charlotte, North Carolina, is a stunningly handsome new store that is fairly packed with fresh ideas for the hardware dealer. After opening in November 1956, it had already achieved a gross volume, in early 1959, of more than \$250,000 a year and an outstanding reputation in its area.

How has this store come so far so fast?

The first reason is its location—directly in the center of the several blocks-long line of new stores in Charlotte's first really large suburban shopping center. Free, convenient parking space is provided for hundreds of cars directly across the street from the stores. Here thousands of potential customers pass by constantly; but they would, of course, not be drawn in and converted to steady customers if the store inside did not fulfill the



Exterior of The Center Hardware Co. draws attention by its bold sign and attractive front which combines glass, brick, redwood siding, and a planting strip for a pleasing effect.



promise of its exterior. The exterior is quite striking, with its solid plate glass windows framed by brick, brick-planting-strip with greenery in front, and vertical redwood siding above, directly beneath a bold attention-getting sign.

On entering, however, the customer is not disappointed. The store is somewhat unusual in that it is divided into six main departments, following what Manager Mike Fisher calls his "golden triangle:" hardware and services for men, 1875 and 1020 square feet respectively; housewares and gifts

for women, 1130 and 1070 square feet; and toys and hobbies for children, 1050 square feet.

It has been found that 75 percent of this store's customers are women; so it has aimed its merchandising efforts chiefly at this type of customer, the smart young suburban housewife.

In fact, one-third of the entire store is given over entirely to gifts and housewares; and these are even housed in a special section at the left, elevated above the rest of the store and decorated like a smart gift shop instead of a hard-

ware store! The left wall is partly brick and partly vertical redwood siding, with glass shelves to display enticingly its handsome giftwares, including brand name lines of glassware and porcelains, pottery, and woodenware.

These and picture frames, all kinds of bridge supplies and prizes are also displayed on attractive gondolas down the center and in glass display cases along the right divider, which, rather than a wall, separates this section from the lower salesfloor. At the back of this section, the left wall takes on a different character, as it displays a sparkling array of copper and aluminum and glass cookwares against a pegboard background in varying pastel shades. Products include quality lines of cookware, tray-tables and carts, stools and kitchen tables, which are also displayed on soft pink, blue, green, and yellow gondolas. At the right rear is a separate neat lineup of cleaning supplies and equipment.

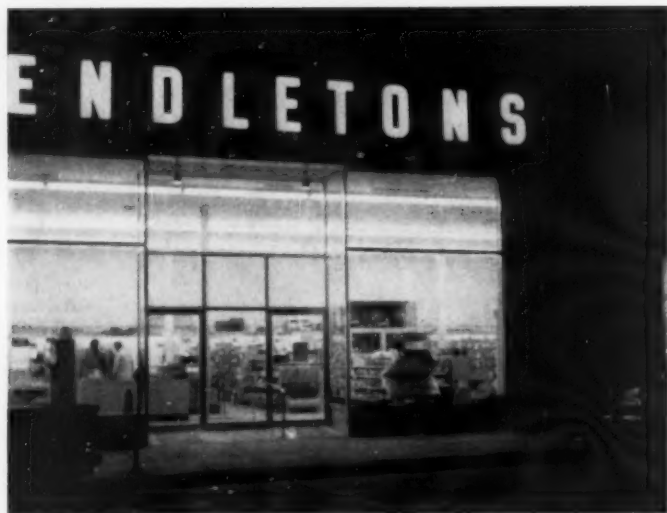
Back to the main floor, it, too, is pleasing to look at, with its cork-design asphalt tile floors, white acoustic tile ceilings with fluorescent strip lights and its pastel pegboard walls. At the left front is the divider mentioned above, which, on this side, is filled with housewares displays. On the birch valances above each wall section are neat

(Continued on page 76)



Manager Mike Fisher shows a chair to suburbanite housewife in housewares department. Wall is in pastel shades of peg board. Top photo shows part of a special gift section.

Spotlight on Progress



This wide glass store front places the entire stock of merchandise, not just a limited number of items, on display at Pendleton Hardware, Wheaton, Md. The newly remodeled store is equipped with front and rear doors which open automatically as the customer steps on treadle.



A dramatic night photograph emphasizes the unusual semi-circular window, which allows all merchandise to be seen from the street 24 hours a day. The striking exterior of the store has been given credit for attracting much of the new trade that has developed.

Remodeling brought about a 30% increase in sales, better service, and more efficient use of space.

By Beatrice Miller

AWARE THAT better service and increased business go hand in glove, Pendleton Hardware, Wheaton, Maryland, completely modernized its store, creating in the place of the previous rather plain store a more striking, picturesque building with an entirely new facade, lighting system, and display fixtures. Stock was expanded and given more advantageous display exposure.

Results were more than satisfactory: within three months of the opening of its new 10,000 square foot sales area, Pendleton Hardware gained 30 percent in over-all volume. This record was compiled during December, 1958, January, and February, 1959.

An L-shaped building, 110 feet across the front and 115 feet in depth, Pendleton's hardware sales area has been increased from 1750 to 5750 square feet, and its garden shop and lawn mower department space has been more than doubled. Aisles have been widened to 4'2" and 5' to encourage browsing and self-service.

A complete housewares department has been added, with all merchandise on display. Its hardware department has all items



The spaciousness of the store, with its wide aisles, good lighting, and low display shelves, is conveyed by this general view of the front and checkout counter. The checker's desk has a register which computes and dispenses correct change, eliminating errors.



Individual displays set up in 24" square window face the rear parking lot, supplementing the wide front displays. Several similar windows attract the attention of customers entering from the rear.

binned, labeled, and priced. Related items are grouped together following one another in a definite sequence, such as hammer, chisels, and nail sets, in order to increase sales. An expanded paint department has its entire stock on display, bringing into the showroom those gallons of paint previously kept in the stockroom. As a result of this "show it all" trend, stockroom space was decreased by 450 square feet.

Expressing the goal of the newly remodeled store, Robert G. Pendleton, secretary-treasurer, said, "We are striving for a stock of items that move. We have introduced several new procedures that will effect greater turnover. Our stock control methods give us a complete picture of each item, so that there will be a minimum of money tied up." He further indicated that the firm would strive for three turn-overs a year in 1959 and push for four in 1960.

Bins were set up, with a home for every item. Each item is listed on an inventory control sheet. A physical inventory is taken once monthly of each section, e.g., plumbing and electrical supplies, paint, tools, housewares, or garden supplies, item by item by clerks assigned to each section. These clerks are also responsible for display as well as inventory. Between monthly inventories, a spot check is taken daily, and a memo indicating needed items is turned in



The housewares department is kept fully stocked through an inventory system designed to eliminate "outs." All items have inventory control sheet. Clerks make monthly inventories, supplemented by daily spot checks, results of which are reported to buyer. Store's buying is planned ahead for six-week periods.

daily to the buyer. Buying is a continuous process, with plans laid out for six-week periods. Pendleton reported that suppliers have been most cooperative in helping him put across this buying plan.

"Our aim will be to keep a low inventory figure," Pendleton explained, "and still not run out of items. Buying locally as we do, we anticipate very little trouble with short or depleted supply. Our records on each item will give us a full picture of what was ordered,

what sold, and what did not sell. We shall watch and check on items more closely to take advantage of seasonal buying; examples are housewares during Thanksgiving and Christmas, when buyers want items like basters and roasters, and Valentine's, with items like jelly and cake molds. During season we shall see that the garden shop is fully stocked at all times and will order once or twice a week."

Cards numbered from 1 - 100
(Continued on page 80)



Manager James Hicks, left, shows a customer items in the rental section — there's even a refrigerator.

By Warner Ogden

A CUSTOMER paying for an item at the cash register at Ross Hardware Co., Maryville, Tennessee, noticed a pretty flower in a nearby box of rich dirt.

She turned to the manager, James Hicks, and asked, "Do you sell those flowers?"

"No," he replied, "but we sell the dirt."

And, Hicks added, it is surprising how many people buy that dirt—at 10 cents a quart.

This is one of the many cash-register-ringer ideas at this attractive and enterprising store owned by Frank L. Ross and located in

the Five Points section of Maryville.

Hicks explained the dirt idea: "We first get good rich woods dirt, put it in a bin back of the store, and leave it to decompose for six to eight months. Then we take pulverized sheep manure and granulated peat moss and mix it for potted plants—especially African violets.

"We knew that a plant blooming in a box of dirt near the cash register would remind people of flowers, so we went to a florist and bought the prettiest flower we could find and set it up."

If there were any demand for them, Hicks would probably get flowers for the customer too, but usually it is only the dirt that is wanted.

Going a step further, Hicks has found that it pays to get anything a customer asks for—even if it is not in stock.

A case in point is the customer who came in to ask for roofing shingles. "We don't have them in the store," she was told, "but we do have in a warehouse."

She paid for the shingles, and they were delivered to her home.

(Continued on page 52)



This is the unusual "pay dirt" at the rear of Ross Hardware. Put in a box near the cash register with a flower in it, it's a sure sale. The attractive front and ample parking space are also reasons why the cash register keeps ringing.

"Give Yourself a Gift"

This Louisiana dealer's promotion is increasing housewares sales.

By Sophie W. Ellis

DURING THAT mid-season period that comes at the end of lawn mower and fan selling and just before early Christmas shopping begins, a housewares promotion is staged by a Louisiana dealer that continues successfully throughout the winter. Seligman's, Inc., Bastrop, sells a profitable volume of better housewares by stressing the suggestion—Give Yourself a Gift.

To prepare for the promotion, a special sales drive is made to clear inventory of lawn and patio supplies. Power mowers, lawn sprinklers, and barbecue grills are displayed in windows, at the front entrance, and on the front display floor space. Slight reductions in price, emphasized by large price tags, help move the medium-priced items. The more expensive

ones, such as fancy lawn sprinklers, that are left over are moved into the housewares department where they are included in the Give-Yourself-a-Gift promotion.

In this flourishing but practical-minded industrial town, typical of most growing towns of the Southwest, people have money to indulge in some luxuries for themselves. With a little help from a dealer who plans carefully, many an item usually bought to present as a gift to someone else goes into layaway for the buyer herself.

Mrs. Lula Fabris, manager of the housewares department, pointed out a display table she had arranged to attract the housewife who likes beautiful utensils in her kitchen. Sunlight in the store bounced from the aluminum-in-



Aluminum baking pans displayed on peg board, a table of useful novelties — Mrs. Lula Fabris, department manager, finds the women shoppers highly interested in these items.



Quality canister sets and small electrical appliances have eye-appeal for the women customers. On these items, store's layaway plan flourishes.



coppertone canister sets, priced at \$10.95, and the cake set, with a price tag of \$6.95. The variety store down the street sells a canister set or a cake set for around one dollar.

"Women look upon these coppertone sets as gift items," Mrs. Fabris explained. "But I notice that few women pass the display without stopping to look longingly. I first inquire if she is looking for a gift. If she is not, I suggest that she buy a gift for herself. Getting her to handle the attractive ware,



Prior to the housewares promotion, Seligman's makes a special drive to clear inventory of lawn and patio supplies, garden hose, etc. Leftovers are moved into the housewares section and included in the Give-Yourself-a-Gift promotion.

notice the black trim and the sturdy feel of the pieces helps to make the sale."

Many of the customers have open charge accounts at the store. Bastrop, in a national survey, was named the leading town of its size for charge-account buying. Seligman's has a large number of open accounts in the names of people who are earning regular weekly pay checks.

"I try to remember who has an open account," Mrs. Fabris said. "And not a day passes that I do not say to a customer, 'If you can afford to give someone else a gift, you can afford to buy one for yourself'."

Useful Though Decorative

Selecting the suggestions for this self-gift, she avoids items that are decorative without utility. People in a manufacturing town, she insists, will not buy something for their own use that does not have utility. Every item on a table filled with what seems, at first sight, to be colorful pieces for a whatnot collection, has real utility. A fancy pottery duck turns out to be a tape measure holder. Colorful dishes are ovenproof ware.

One of the best items to promote

as a self-gift is dinnerware. When Mrs. Fabris starts her promotion, she fills one of the windows with dinnerware. Besides the favorite ovenproof sets, she shows open stock patterns.

Bakeware on Peg Board

One of the most attractive spots in the department is the large peg board display of aluminum bakeware. Cake pans of all kinds, pie plates, muffin pans, cookie sheets, with small mixing gadgets and cake decorating sets nearby, sell to women who easily respond to the suggestion of giving themselves a gift, or throwing away stained, wornout bakeware and replacing it with new.

A large number of consumer magazines come to the store for Mrs. Fabris to read, and for her to show customers. She keeps a stack of these in her department. She has studied them, and knows about the new ideas and items for the home. Usually she has on order something new that she feels will sell. Women in industrial centers, as women everywhere, read these magazines and long to own some of the attractive items that manufacturers advertise in magazines and on television.

"The housewares manager must watch the trends," she says. "I try to be the first in my area to show something new, and my regular customers have learned to expect this service. Upon hearing something widely advertised, they expect to find it here. Whether they are looking for something special to give as a gift, or whether it's something they are interested in owning themselves, they feel sure that they will find it on display at Seligman's."

She does not attempt to stock very expensive items. Unusually attractive ones that cost just a little more than ordinary, such as the coppertone canister sets, are practical for the milltown dealer to stock.

The wives of industrial workers like to collect quality wares, however. One of the most popular luxury items in the department now, according to Mrs. Fabris, is milk glass. Women's magazines are currently playing this up. It sells profitably now, and Mrs. Fabris finds that a good assortment pays. When she sees demand start to fall off, she will buy cautiously.

"Trends come and go, and then come again. Women follow the leader in their housewares tastes. After a spurt of buying on certain items, I watch these carefully, to try to understand when the crest of popularity is reached."

J. N. Shendle, treasurer, tells why he prefers to place a competent woman in full charge of the housewares department. "She gives the department her full attention, learns her customers, and understands what is in current demand. We want intensive selling done in housewares. It is a profitable line, that responds to the right kind of promotion."

Gift Theme Emphasized

Four times a year, following the seasons, a housewares display advertisement is run in the local newspaper. The gift theme always is emphasized, for, in the words of Mrs. Fabris, every month is gift time in housewares.

That "off season," between the end of lawn mower time and just before Christmas buying, is one of the best housewares seasons of all. With hot weather gone, the housewife wants to bake, clean, sew, and decorate her home. New items in the housewares department are alluring, particularly when a saleswoman suggests "Buy yourself a gift."

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**DALLAS WAREHOUSE OF:
SHERMAN LOYD SALES
3024 GREENVILLE AVE.
DALLAS 6, TEXAS**

THE BAT WITH THE MOST ON THE BALL

House-Hasson Hardware Holds Second Annual Trade Show



Sam Sharpe, center, salesman, with Hobart Rhoades of J. E. Groner & Co. and George Rayburn, of True Temper.



Left to right: Marshall Dyson, Pyrex rep, with Mr. and Mrs. Byron D. Rogers of Rogers Hardware.

WITH DEALERS attending from the six-state area which it serves, House-Hasson Hardware Co. staged its second annual Trade Show January 20-21. The 53-year-old wholesale organization located in Knoxville, Tenn., opened its doors to preview the latest in hardware, housewares, toys, and appliances.

In addition to the two permanent show rooms, the lobby area and offices were converted into exhibit space and the routine of office work suspended for the duration of the show.

Only hours away from the national housewares show at Navy Pier in Chicago were factory representatives who gave the area dealers their very first showing of

45 new housewares lines. Fans, barbecue grills, and kitchen tools led the sales list of housewares.

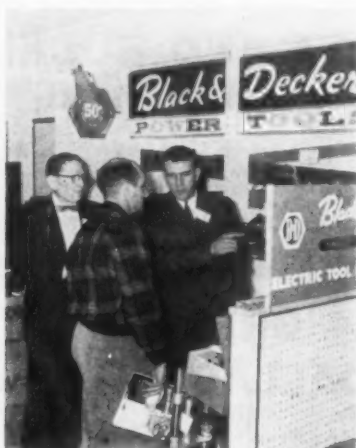
Hardware, electrical, plumbing, paint, and floor coverings manufacturers were represented by 40 exhibitors who reported more than the usual interest in power tools, drill sets, tap and die sets, and water systems.

Cooperating with the factory representatives after a preview of the exhibits, House-Hasson's 35 salesmen, including those from the field, and buyers worked quickly and efficiently with the dealers.

Hosts for the show were J. W. Hasson, president; M. R. Calloway, executive vice-president; and J. K. Hasson, vice-president.



Lonas Chapman of Gateway Hardware & Appliances, and Ab Griffin, company salesman, check J. R. Clark booth.



Noel Casey, company buyer, and C. Smith of Smith Hdw. & Electric Co., with C. W. Jeffries, Black & Decker.



Bill Powell, left, of Powell Hardware, and Tom Carroll, representative for Kam Kap and Foley lines.



Officers and directors of the Texas Hardware and Implement Association. An "I" or "H" indicates implement or hardware dealer. Left to right, seated: C. W. Scheurer (H), retiring president and director, Sherman; Dan H. Tudor (I), president, Temple; Frank Halla (I), NRFEA director, El Paso; L. J. Sharp (H), Dallas; John W. Gillett (H), Alpine, and J. H. Walker (I), Beaumont. Standing: S. K. Seymour (H), first vice-president, Columbus; J. L. Spencer (I), San Antonio; William V. Wheeler (H), Albany; Porter Henderson (I), second vice-president, San Angelo; Tom Reding (H&I), new director, Taft; Ray Souder, executive director; Jim Batsell (H), new director, Brownsville, and Dixon Abney (H), Lufkin.

Texas Convention

MEMBERS of the Texas Hardware and Implement Association, meeting for their 62nd annual convention in Dallas, January 17, 18 and 19, listened to hardware industry leaders predict a bright future for them in spite of some serious problems now facing the industry.

One speaker — a wholesaler — said that with a 30 percent population increase in store for Texas during the coming decade, and with the large number of new families being born in Texas and others moving in from out of the state, hardware dealers can expect a bright outlook.

A panel session on the morning of the last day of the convention, devoted exclusively to hardware retailer problems, brought lively discussion between the panel members and the dealers present who plied them with questions concerning problems they have encountered in their business.

Registration at the convention was slightly below last year's figure, according to Ray Souder, executive director of the association. He said that although the estimated 1,500 attendance of dealers, sup-

By Bob King

Southwestern Editor

pliers and their wives and guests was about 100 below last year, dealers as a group had an attendance of more than 50 percent above the 1959 total.

The trade show met with approval from most of the exhibitors in that this year the hardware and implement booths were mixed throughout the exhibition hall instead of being in two separate sections as formerly. A total of 66 exhibitors displayed their products in 80 booths at the Dallas Memorial Auditorium.

The convention's first speaker, Association President C. W. Scheurer, Sherman, pointed out to the visiting dealers the importance of being a good citizen and an association member.

He said that the need is becoming increasingly important that all hardware and implement dealers become association members.

"Other than the many benefits you receive from the association," he said, "we are concentrating our

strength where it can be used most effectively. Single voices are seldom heard in Austin or Washington, but when you speak in numbers, they do listen. And the larger the number, the more they listen."

George Norsworthy, speaking as president of the Texas Wholesale Hardware Association, said that the future of the hardware retailer holds bright promise, and that this decade will open untold possibilities for them.

"To grow with this decade," said Norsworthy, who is president of the Schoellkopf Co. in Dallas, "it is important for the dealer to keep informed on the latest developments in the industry.

"It is easy for a dealer to become isolated in his own store," he said, and urged the dealer to make use of the services of the wholesale salesmen.

Norsworthy said that the Texas Wholesale Hardware Association has a membership of 800 salesmen who sell more than \$200 million annually. They represent companies having an average investment of \$50 million, including 30,-

(Continued on page 82)

So you think you've got competition!



View shows scene on Avenue E in Ensley, Ala., on which eight hardware stores are located. Three are located in this block.

BELIEVE IT or not there are eight retail hardware stores on one street in Ensley, an industrial suburb of Birmingham, Alabama. These are all independent retailers and does not count the chain stores, auto accessory stores and appliance dealers who also sell hardware. Some of the hardware dealers thrive side by side.

Inquiry as to why Ensley has so many hardware stores developed at least one reason. Ensley is located in the shadow of a giant U. S. Steel operation and has numerous other plants. As a result many mechanics and artisans live in the community and are "do-it-yourself" fans and have been for years. Consequently, they buy a lot of tools, paints, and other things that a hardware store sells. Every home-owner can do a job himself or knows some friend or neighbor who can. This type of citizen makes the very best patron for a hardware store and helps explain the demand for hardware in Ensley.

Then, of course, the hardware store has become a suburban business. It is hard these days to find a hardware store downtown in a big city. They are located out in the suburbs. Two other industrial suburbs of Birmingham, namely Fairfield and Wylam, also have between them seven hardware stores. And they are located in the same end of Birmingham as Ensley.

The name of the Ensley stores, all located on Avenue E in three blocks of each other are Baldwin Hardware Co., Byrum Hardware Co., Central Seed and Hardware Co., D & W Hardware Co., Ensley Hardware and Paint Co., Jax Seed & Hardware Co., Little Hardware Co., and Wall Hardware Co.

"Pay Dirt" Ideas

(Continued from page 46)

The shingles came from a wholesaler's warehouse. "We figure," he explained, "that the wholesaler is our warehouse."

A practice is made of never saying they do not carry an item. The store may not have it, but if a request is made for it, every effort is made to get it. Hicks stated, "We just say to the customer wanting something not in the store, 'Thank you, we'll get it for you.'"

"Wholesalers have warehouses to serve us, so why not take advantage of the service? We make a number of additional sales that way. When we tell someone an item is in a warehouse, we don't say *whose* warehouse," Hicks added.

If a request is made for something to be sent to a manufacturer for repairs, that is done also. Old appliances are sent back to the factory to be repaired, and the store takes its regular mark-up on them. Only a slight charge is made, depending on the condition of the appliance.

The store strives to present unusual services to its customers. "We always try to think of something nobody else does and do it," is Hicks' explanation.

The rental section, for instance, includes some items not usually found in such a department, such as hospital beds, and used stoves and refrigerators.

A new hospital bed rents for \$7.50 a month. Eight of them are available, and they are in constant demand. The used stoves and refrigerators rent for \$5 a month.

There are a number of requests for chain saws. Even people with electric or gas heat rent a chain saw to cut up cordwood as a novelty for the fireplace. Such saws rent for a minimum of \$2 an hour, \$5 for a day, or \$12 for 24 hours.

An effort is made to maintain new rental tools. After being rented several times, they are reduced in price, sold, and replaced with a new one. Rent paid for an item can be credited toward the purchase of that item, and many customers take advantage of this feature.

Among the home and garden tools rented by the store are saws, sanders, posthole diggers, sprayers, tillers, pipe cutters, and electric drills. Usually, 18 or 19 rental items are out at a time.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or sales aids mentioned in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

MARCH, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

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_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

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MARCH, 1960

Send information on these SALES AIDS and/or NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
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Send these CATALOGS and BULLETINS (fill in key numbers):

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Send information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

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can help
you get
valuable
information**



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BUSINESS REPLY CARD

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Southern Hardware

806 PEACHTREE ST., N. E.

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Postage
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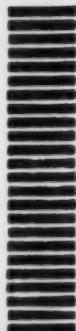
BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Hardware

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 53

315 Canvas Products. Catalog #160 describes and illustrates the complete line of sporting and play tents, as well as canvas covers. Detailed specifications are included on the company's tarpaulin line which includes Fultex, Shuredry, and Fulton tarps. Fulton Cotton Mills, P. O. Box 1726, Atlanta 1, Ga.

316 Boat Numbers and Letters. Descriptive sales literature is available on the various types of displays and uses of Dyer E-Z Ply Boat Numbers and Letters. Dyer Specialty Co., Inc., Box 2513, Santa Fe Springs, Calif.

317 Lawn Sweepers. Catalog sheets illustrate and give complete specifications on the entire Parker lawn sweeper line, which includes manually operated, trailer drawn, and motorized models. Parker Sweeper Co., Springfield, Ohio.

318 Lawn Edger-Trimmer. A brochure graphically illustrates the important features of the new True Trimmer gasoline-powered combination lawn edger and trimmer. True Trimmer Div. of Emsco Screen Pipe Co. of Texas, Inc., P. O. Box 14446, Houston 21, Texas.

319 Builders Hardware. Six new specialized catalogs are available: one catalog deals with miscellaneous hardware for hospitals, schools, office buildings, and other commercial and institutional construction. In another detailed bulletin, the comprehensive line of Yale locks and hardware developed specifically for narrow stiledoors is presented. A third catalog describes screen and storm door hardware. The other three new catalogs deal with three different series of Yale panic exit devices: series 5,

10, and 30. Yale & Towne Manufacturing Co., White Plains, N. Y.

320 House & Boat Numbers, Letters, Signs, etc. Condensed catalog shows illustrations, prices, etc. of full line of Hy-Ko's 15 best sellers, including accessories. Hy-Ko Products Co., 6814 Wade Park Ave., Cleveland 13, Ohio.

321 Pruning Guide. The company has available 50 free copies of the Wiss Pruning Guide to all dealers who carry the Wiss line. Extra copies available at \$2 per 100. Space on front cover for dealer imprint. Six pages of authoritative information on all phases of pruning and planting. J. Wiss & Sons Co., Dept D, 33 Littleton Ave., Newark 7, N. J.

322 Tool Assortment. A special bulletin L-1472A, descriptive of the "Grab Bag" tool assortment, is announced. Listed as Item No. 3559, the "bag" contains 102 popular-sized, best-selling tools, with suggested retail price of 49 cents per tool. Vlcek Tool Co., 3001 East 87th St., Cleveland 4, Ohio.

323 Water Pumps and Sump Pumps. Complete ad mat literature, envelope stuffers, posters and catalog pages are offered. Includes sump pumps, shallow jets, convertible jets and deepwell jets. Descriptive catalogs available on request. Wayne Home Equipment Co., Inc., 801 Glasgow Ave., Fort Wayne, Ind.

324 Drapery Hardware. Catalog No. 108 consists of 48 pages in four colors and illustrates the company's complete line of drapery hardware with full product description and other pertinent information. Stanley-Judd, Dept. P D, Wallingford, Conn.

325 Air Pistols, Dart Games, and Accessories. The company's product catalog for 1960 features the Marksman 20 Shot BB Repeater that shoots pellets, BB's, and darts. The catalog is in color and is fully illustrated, presents entire line of products. Marksman Products, 2101 So. Barrington, Los Angeles 25, Calif.

326 Fishing Tackle. A special color insert featuring the "Big 3"—a new series of baits—is the special attraction of the company's colorful 64-page Deluxe Catalog which is now available. In addition to "what's new," the catalog contains fishing tips, special features, world records, and a section devoted to illustrating America's most popular sports fishes. James Heddon's Sons, Dowagiac, Mich.

327 Store Equipment. Each item from ticket holders to a complete merchandising unit is fully illustrated and described in a catalog which contains much information on store merchandising equipment. Reeve Co., 9249 E. Bermudez St., Pico Rivera, Calif.

328 Ornamental Iron. Brochure illustrates three distinctive lines of TFC Ornamental Metal Grillework—adjustable columns and railings, fittings and accessories. The lines are Budget, Pace-Setter, and Imperial and are styled to excite buying action at any price level. Tennessee Fabricating Co., 1490 Grimes St., Memphis 6, Tenn.

329 Dardevle Lures. The 1960 catalog provides a source for selecting size, weight, color, and pattern of Dardevles. It includes a full color selector backed with a cross-reference

information table. Full information by size group or individual lures is shown throughout the book with further cross referencing to the color selector. Also included is a section called Dardevil Talks, containing "how to" information, fishing tips, etc. Lou J. Eppinger Manufacturing Co., 1757 Puritan Ave., Detroit 3, Mich.

330 Sprayers. A 24-page catalog, U-60, illustrates the complete line of sprayers, dusters, and allied products, including five pages devoted to the Stroll'n Spray Compressed Air Series. Dimensions, specifications, and shipping information are indicated for each product. Universal Metal Products Co., Saranac, Mich.

331 Fishing Lines, Rope. In addition to complete sections on monofilament, casting, surf-squidding, trolling and fly line brands, and accessory products, the color catalog for 1960 devotes two full pages to the new line of braided polyethylene ropes. Sunset Fishing Lines, Petaluma, Calif.

100 Moisture Absorbent. A technical bulletin, Form H-I-D, descriptive of Hum-I-Dri moisture absorbent advises that Hum-I-Dri is suitable for many industrial uses, particularly in storage rooms and tool rooms. Recommended for applications in industries where steam and moisture are continuously present. It also permits employment of basement space that is otherwise too damp for efficient operations. Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

102 Lawn and Weed Mowers. An 8-page color catalog with descriptions and pictures of its line of 14 models of rotary lawn, weed, and riding mowers in sizes from 20" to 36" plus the care of 4-cycle gasoline engines is offered. Schissel Manufacturing Co., Cherokee, Iowa.

103 Woodworkers' Vises. Bulletin LL-8216 describes the company's line of woodworkers' vises. Contents include specifications and illustrations of 18 individual vises. The Columbian Vise & Manufacturing Co., Cleveland 4, Ohio.

104 Industrial Hardware and Wire Rope Fittings. Catalog #59 presents the Diamond Brand line of industrial hardware and wire rope fittings. The color catalog is indexed and contains specifications and illustrations of the items. Individual brochures on each of the items also available. Edward W. Daniel Co., 4049 St. Clair Ave., Cleveland 3, Ohio.

HELPFUL BOOKLETS FREE!

(Use reply card on page 53)

106 Gun Equipment. The "Products for Shooters" catalog aids in the merchandising of metallic sights, scopes, shotgun chokes, and reloading equipment. Contains quick-reference chart on metallic sights combinations; also tables showing steps followed in reloading operations. Lyman Gun Sight Corp., Middlefield, Conn.

107 Plastic Pipe. Descriptive sales brochures on different types of plastic pipe are available for dealer's sales people, as well as customer prospects. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

109 Fly Lines. A pocket-size folder includes specification charts showing line diameters and length detail for all standard types of level and tapered fly lines. Primarily for enclosure in each of its individual fly line boxes, reasonable quantities available for in-store use. Sunset Fishing Lines, Petaluma, Calif.

110 Striking Tools. Catalog A-5960, 8½" x 11", punched to fit binder, pictures and describes the full line of Kelly axes and adzes, hammers and hatchets, and heavy goods. Information included on basic stock hammer program "5 Is All You Need." True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

111 Store Fixtures. Drawings and photos of gondolas, wall sections, and fixture accessories with specifications and prices appear in a colorful 17" x 22" brochure printed both sides. M and D Store Fixtures, Inc., 6 North Michigan Ave., Chicago 3, Ill.

112 Fiber Roof Coating. A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

113 Sprayers and Dusters. Catalog No. 59, in color, presents the company's line of sprayers and dusters for

the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

114 Masonry Anchors. Two aluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-away line drawings. A detailed specification chart is included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

117 Masonry Line. A two-color catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Diamond Expansion Bolt Co., Garwood, N. J.

120 Store Fixtures. The Challenger line of steel and wood store fixtures is illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available in all areas, without charge. M & D Store Fixtures, Inc., Chicago 3, Ill.

121 Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

122 Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

123 Primer and Sealer. "Improve Every Painting Operation with X-I-M Flash Bond" is an instructive folder offered by the company. It lists surfaces on which the all-purpose primer and sealer is effective and methods of application to prevent peeling, blistering, flaking of paint. H. Forsberg Co., 5103 Lakeside Ave., (Continued on page 58)

NYLON SEINE TWINE

ART. 583



polyethylene
wrapped tubes
4 oz.-8 oz.-1 lb.
Full range sizes
3 to 72

EACH TUBE LABELED AS TO SIZE, YARDAGE PER TUBE AND WEIGHT

Put your confidence in
the **QUALITY LINE...**

Vinyl Weather Stripping
Wood Glue
Braided Nylon Line
Seine Twines
Seine Cords
Trot Lines
Staging
Venetian Blind Cord
Sash Cords
Clothes Lines
Mason Lines
Fishing Lines
Starter Rope
Jump Rope

Mop Heads
Wrapping Twines
Kitchen Lines
Express Twines
Chalk Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines
Jute Twine
Nylon Casting Lines
Manila Ropes
Masking Tape
Freezer Tape
Polyethylene Ropes



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$75.00 freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873

Cleveland Mills Company

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. • Marietta, Minn. • 3104 Gaston Ave., Dallas 26, Texas • Waynetown, Ind.

SOUTHERN HARDWARE for March, 1960

For more information use Handy Return Card, Page 53

57

124 Outdoor Products. "Outdoor fun begins with Coleman" is the title of a 20-page illustrated 1960 product catalog. The catalog describes the full line of Coleman gasoline, kerosene and LP- gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs. The Coleman Co., Inc., Wichita 1, Kan.

125 Jet Pumps. A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

128 Project Book. Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood - working plan is blueprinted thoroughly on a self-contained sheet. Rogers Isinglass & Glue Co., Gloucester, Mass.

130 Fusible Links. Folder F-184 illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes. Richards-Wilcox Manufacturing Co., Aurora, Ill.

131 Hardware Chain. An illustrated folder describes the complete line of ACCO chains for a multitude of domestic and industrial requirements. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

133 Display Ideas. A Rubbermaid display booklet illustrates and describes a variety of display methods for all size stores. Rubbermaid, Inc., Wooster, Ohio.

134 Chains. A catalog page-price list features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer costs figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark

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chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

135 Chains and Chain Assemblies. A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating, "We Sell Chain." Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

136 Water Appliance Promotions. An 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog tells how and when to use these items most effectively. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

137 Marine Line. A full-color catalog presents the complete line of Aqua-Float marine safety products. The catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. A special order blank is available for obtaining these aids. Style-Crafters, Inc., Greenville, S. C.

139 Sprayers and Dusters. This catalog covers the company's complete line of hand, continuous, compressed air knap-sack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. D. B. Smith & Co., 428 Main St., Utica, N. Y.

140 Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Remington Arms Co., Inc., Bridgeport 2, Conn.

141 Tools and Machines. More

than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Also described are the company's lines of floor and paint conditioning machines. Photos of merchandising aids, and illustrated hints on the use of many of the tools are included. Red Devil Tools, Box 355, Union, N. J.

142 Steel Sandpaper. An all-steel sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

143 Housewares. A catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color, while shorter versions of the catalog which describe Rubbermaid merchandise are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

144 Garden Supplies. A two-page color brochure illustrates Swan Garden Hose and Sprinkle-Soakers. Also offered is a color catalog page on the all-plastic Grass Stop. Swan Rubber Co., Bucyrus, Ohio.

145 Tool and Plastic Lines. This catalog includes illustrations and detailed specifications on the company's tool and plastic lines. Catalog is designated the Mini-Cat No. 10. The Vlcek Tool Co., Cleveland 4, Ohio.

147 Fishing Tackle. In addition to the regular line of Pflueger Fishing Tackle, this catalog contains information on items announced for 1960: the No. 84 Saturn enclosed spinning reel, the Superex automatic fly reel, and a host of rods, lures, and miscellaneous fishing tackle. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

148 Plastic Housewares. A full-color brochure illustrates how to display, sell, and advertise plastic housewares to obtain greater turnover per year and how to increase the average sale 2½ times by selling matching sets. Gives valuable sales tips developed by hardware dealers throughout the country. The Plas-Tex Corp., 2525 Military Ave., Los
(Continued on page 59)

Angeles 64, Calif.

149 Sportsmen's Lights. Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various carbide cap and hand lamps are illustrated and described in a small catalog of sporting goods items which lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

150 Time Payment Plan. A folder is available describing the complete Foley Futuramic line of power mowers featuring the new 32" Quad Cut mower-trimmer and the free home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn.

151 Pre-Measured Chain. A catalog page, in color, describes a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by plastic color bands. Hodell Chain Co., Cleveland 3, Ohio.

152 Storage and Display Equipment. Folder 320-A describes the time-and-space-saving advantages offered by Revolve Steel Storage and Display Equipment to both owners and customers. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.

154 Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes the company's Louisville Slugger line of baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire Grand Slam golf club line. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.

155 Hobby Tools. A catalog is available which illustrates and describes the Griffoid line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 1656 Ridge Rd. East, Webster, N. Y.

158 Nails Data. A pocket-size handbook containing information and specifications for Stormguard nails is available. A two - page chart gives specific data on the sizes and quantity of nails to use for various types

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of roofing, siding and trim as recommended by leading trade associations. W. H. Maze Co., 400 Church Blvd., Peru, Ill.

159 Measuring Tapes. A catalog describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.

160 Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use. Mann Edge Tool Co., Lewistown, Pa.

161 Industrial Doors. A 12-page Industrial Door Catalog No. A-410 features technical data and illustrations on the R-W line. Specification and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, Ill.

162 Display Attachments. A colorful catalog, 400A, featuring Vizuclicks, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclicks for displaying all types of merchandise on either 1/4" or 3/8" panels. L. A. Darling Co., Bronson, Mich.

163 Garden Hose. Catalog sheets give full information on Biltrite and Boston vinyl and rubber Garden Hose, as well as Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.

164 Industrial Knives. A 52-page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. Hyde Manufacturing Co., Department "H," Southbridge, Mass.

166 Padlocks, Brass and Bronze Hardware. Available literature includes: 6-page gate-fold catalog showing complete line; 4-page catalog of carded and blister-packed padlocks, and catalog pages on various products. The Slaymaker Lock Co., Lancaster, Pa.

168 Drill Attachments. Two catalogs are offered on the company's hardware line. One is for inclusion in wholesalers' catalogs. The other is an 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamatic; and the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.

245 Relief Valves and Wall Hydrants. A 4-page bulletin, LL-5990, describing water system relief valves lists two models, Nos. 451 and 452, for pressure only protection in cold and hot water lines. For both temperature and pressure relief, it offers Nos. 453, 494, and 495. Bulletin LL-8841 describes the Mansfield line of frostproof wall hydrants. Mansfield Sanitary, Inc., Perrysville, Ohio.

247 Packaged Fasteners. The revised Package Stock Guide to Statesville Inventory, SPG-3, outlines the packaged items, sizes, and finishes regularly carried as standard in Statesville's 500,000 gross shelf stock of fasteners. Covers eight pages. Southern Screw Co., P. O. Box 1360, Statesville, N. C.

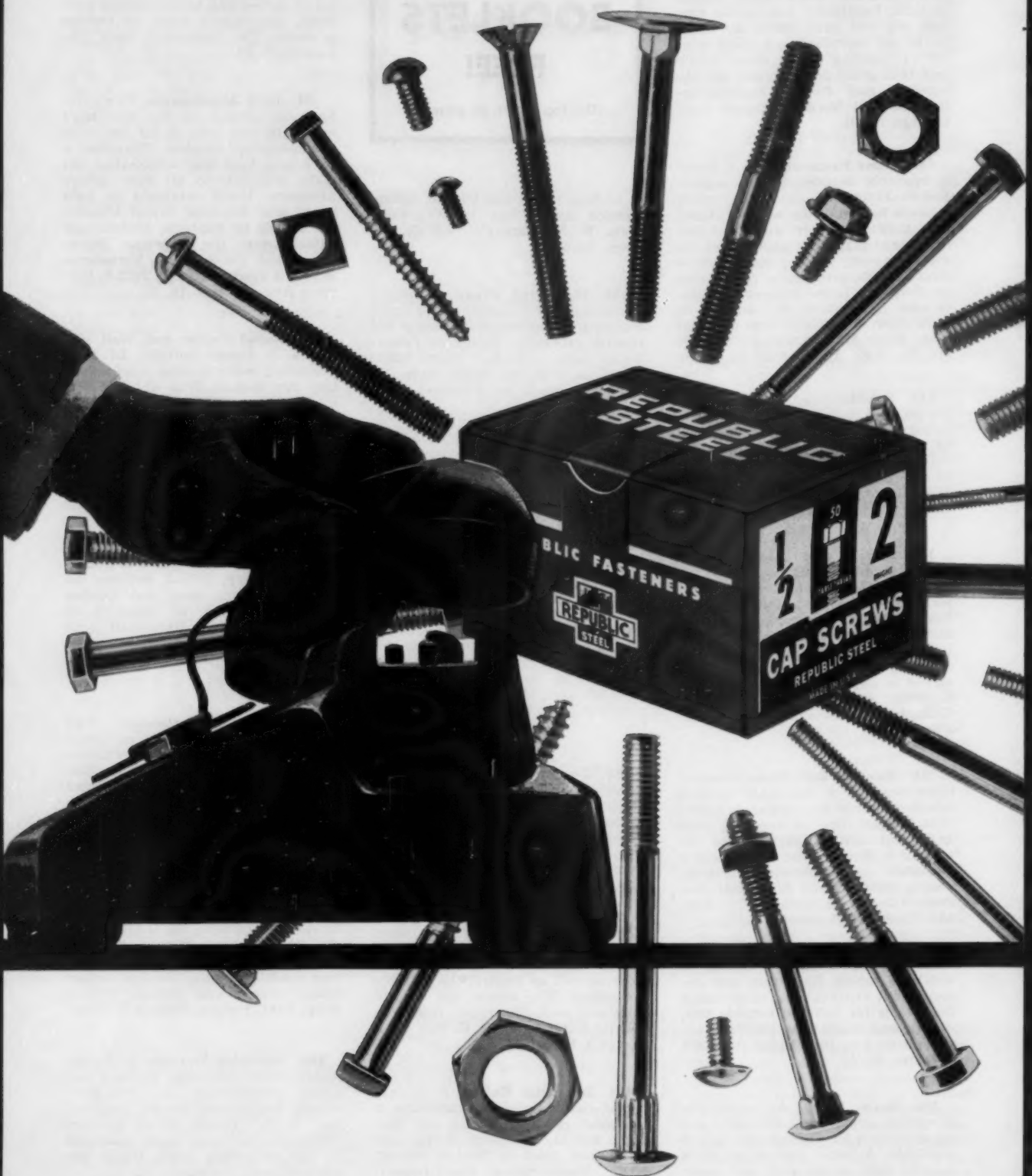
248 Pulley Assortments. Two catalog pages are available on swivel eye and fast eye pulley assortments which illustrate and describe the pulleys in each display box. The red and white display box suggests the various usages for the pulleys, and shows the retail selling prices. North & Judd Manufacturing Co., New Britain, Conn.

249 Plumbing Rack. An illustrated catalog and price list is offered on the Plumb Shop Merchandiser, a blue and red, all metal display rack that stocks and sells flexible copper tubes, valves, and fittings. Plumb Shop, 1341 Temple, Detroit 1, Mich.

255 Fastening Devices. A 6-page folder, Form ASC-559, features detailed information on "Hi-Red" Plastic Expandable Screw Anchors, the "Wally" Plastic Screw Anchor, "Drive-Straps," and other fasteners in the company's lines. Holub Industries, Inc., Sycamore, Ill.

(Continued on page 62)

JUST PICK UP THE PHONE...



Call your Republic Distributor for quick delivery of quality fasteners

Don't let temporary stock shortages cost you sales. Your Republic Distributor stocks a wide variety of standard fasteners. Call for quick delivery and you get delivery *right now*... in whatever quantities you request.

Your Republic Distributor and his staff understand your needs and problems, and work hard to help you meet them. You can count on him for quick, dependable service on his complete line of hardware supplies. To prove it, just pick up the phone. He's listed in the Yellow Pages under **HARDWARE WHOLESALE**.



REPUBLIC STEEL

Quality Supplies... Quality Suppliers

BLUE RIDGE ROOFING



"HINGE JOINT" FENCING



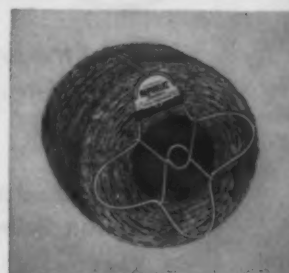
PLASTIC PIPE



BALER WIRE



NAILS



BARBED WIRE

ATTRACTIVE DISPLAY FOR NYLOK® SELF-LOCKING NUTS helps you sell. Illustrated on the package are suggested NYLOK Nut uses. The six most-popular sizes are contained in the handy self-service tray.



REPUBLIC STEEL CORPORATION
DEPT. SH-9117
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send more information on:

- | | |
|--|---|
| <input type="checkbox"/> Bolts and Nuts | <input type="checkbox"/> BLUE RIDGE Roofing |
| <input type="checkbox"/> 13 1/4 Gage Barbed Wire | <input type="checkbox"/> Plastic Pipe |
| <input type="checkbox"/> Baler Wire | <input type="checkbox"/> Nails |

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

256 Tank Balls and Floats. An illustrated brochure lists and describes in detail tank balls and floats in sizes, shapes, weights, and materials for every service application and water condition. The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio.

257 High Density Plastic Pipe. A 4-page brochure describes the "Hi-Mol" high-density flexible polyethylene pipe. Carlon Products Corp., Aurora, Ohio.

258 Rubber Bonded Abrasives.

Rubber bonded abrasives for polishing and finishing are featured in a white and blue folder. Their special function and types of materials on which they are particularly useful, specifications, and prices are given. The Carborundum Co., Niagara Falls, N. Y.

259 Handsaws. The proper use and care of handsaws as well as their design and construction, is discussed in the Handsaw Manual. The illustrated pocket size manual also devotes one section to information for the home or professional carpenter. Education Dept., Atkins Saw Divi-

sion, Borg-Warner Corp., Indianapolis 25, Ind.

260 Plastic Sewer Pipe. The advantages of Chem-Weld drainage pipe, its installation and handling are described in detail in an illustrated brochure. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

261 Home and Agricultural Tools. Catalog No. S5960 includes information on the company's line of garden, lawn, and farm tools; shears, grass, and weed tools; shovels, spades, and scoops; and repair handles. The 52-page catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

262 Water System Products. A 90-page general catalog, illustrated and in color, presents data on the company products and services under the following section headings: "Submerga" Pumps, Jet Pumps, Piston Pumps, Centrifugal Pumps, Sump Pumps, Hand and Windmill Pumps, Pump Accessories, Water Conditioners, Engineering Information, and Sales Aids. Red Jacket Manufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

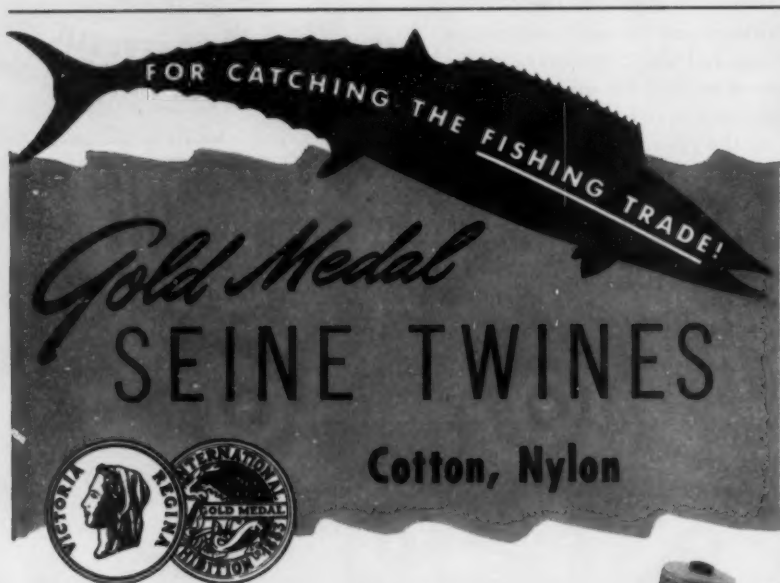
263 Central Heating and Air Conditioning. An 8-page, full-color catalog combines gas fired, forced-air furnaces and residential air conditioning into one brochure. Representative models are shown, also detailed cutaway views. Along with complete specifications are illustrations of typical installations of the equipment. Chattanooga Royal Co., Chattanooga 6, Tenn.

268 Water Well Accessory. The "Levertrol" self-cleaning foot valve, which features a cord activated lever to flush a clogged valve seat, is described and illustrated in a two-color catalog sheet. Ratterman Manufacturing Co., 3947 Land O'Lakes Dr., N. E., Atlanta 5, Ga.

269 Caulking Guns. A 4-page, 2-color catalog covers the company's complete line of caulking guns for professional and home use and its line of interchangeable nozzles. It is illustrated and provides complete details on the capacities, dimensions, and construction of the various models. The Vital Products Manufacturing Co., 7500 Quincy Ave., Cleveland 4, Ohio.

270 Maple Kitchen Woodenware. A full-color, 4-page bulletin on Sensenich Northern Hard Maple counter tops, chopping blocks, pastry boards and other kitchen-specialty woodenware is available. Colorfully illustrated, the bulletin includes descriptive data, specifications, and suggested retail prices. Sensenich Corp., Dept. 116, Lancaster, Pa.

(Continued on page 64)



Gold Medal Cotton Seine Twine

The favorite of fishermen for generations...uniform, strong, easily worked.

Gold Medal Continuous Filament Nylon Seine Twine

The finest Nylon seine twine...rotproof, long lasting...requires minimum care.

...And Now Nyak Seine Twine

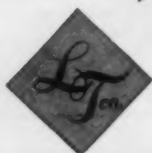
A synthetic twine of great strength and durability...offers the principal advantages of Nylon at a saving.

➔ ORDER FROM YOUR JOBBER

THE LINEN THREAD CO., INC.

BLUE MOUNTAIN, ALABAMA

Makers of Quality Twine Since 1784



How a hardware dealer can earn \$50 a week extra profit

IF YOU OPERATE a hardware store and have an average to good store traffic, you can increase your profits by an estimated \$50 a week. No unusual investment is necessary . . . no overtime . . . no extra help.

You can earn this extra profit selling the Supreme Versamatic and Versamate—two portable drill attachments that you have probably seen advertised many times. Our confidence that you will do this well is based on the experience of numbers of dealers in all areas.

There are two kinds of Versamatic dealers—the kind that *understand* the tools and the wonderful work they do, and the kind that do not. Those that *understand* generate an enthusiasm for the tools that turns into big sales. Those that do not understand, stock the tools, then sit back and wait for the customer's inquiry. The inquiry *does* come and the tools are sold, but it is not the exciting business it could be.

Now, here's the way one dealer who recognized the opportunity made a lot of money selling Versamatic and Versamate. He thinks that any dealer can do this and his recommended selling plan follows:

How you sell them . . .

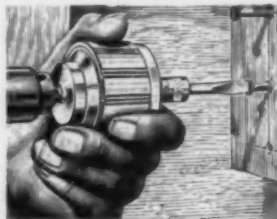
Set up the pilfer-proof Versamate-Versamatic display that will be furnished you. Take a portable drill from inventory; attach a Versamatic or Versamate to it; lay it on the counter by the cash register. As customers come up to pay for purchases, they will invariably be interested in the tool. Frequently that's all it takes. The salesman says, "Did you ever see one of these operate?" Then he turns on the drill and gives a simple demonstration. The customer is invited to try it, and in a minute or two the sale is yours. It's that simple.

Starting with that basic program, the dealer can ad lib as he pleases. Some have kept a 2x4 handy so they can drive and remove screws. But that isn't essential as most customers have been pre-sold on Versamatic and Versamate by ads in POPULAR MECHANICS, POPULAR SCIENCE, and other national magazines.

How many prospects?

It may surprise you to learn that almost 50% of your customers own portable drills. What do they use them for? In most cases, it is to drill

holes into which screws are to be driven. The job of sinking the screws (the most difficult part) is still a tough hand operation. With the Versamatic or Versamate they can do both



jobs easily by power.

So, at a minimum, the drill owner doubles the value of his tool when he adds a Versamatic or Versamate. The Versamatic, as you know, is a *reversible* attachment, so screws, nuts and bolts can be *removed* by power. There are

many side benefits to the tool which help to close the sale. For instance, if a customer is known to be planning to drill in steel or masonry, he needs to reduce the speed for the bits to function properly. Versamatic and Versamate both reduce speed 7 to 1. Likewise, for these heavy duty drilling jobs, additional torque is needed. Versamatic and Versamate increase torque almost 7 to 1.

\$50 a week profit?

How many tools can you sell? If you are talking about Versamatic, which lists at \$14.95, we think you can sell 10 a week if you pursue the program outlined above. This means \$50 a week in profit. If you have a great deal of traffic, you may double this—it has been done.

It could be that we are too optimistic. Maybe you will only sell 5 Versamatics a week. This is \$25 profit. Or perhaps you will sell 3 each of Versamatic and Versamate (Versamate is \$9.95 list) for a profit of, once again, \$25. Either way it is excellent business when you consider that so little is required of you.

Call your wholesaler

For the dealer's convenience there is a combination package (Order No. 6500) that includes 2 Versamatics, 1 Versamate and a free display. Why not order this minimum stock today from your wholesaler—and give yourself a chance at these extra profits.

SUPREME PRODUCTS CORPORATION

2222 S. Calumet Avenue, Chicago 16, Illinois
Division of A-S-R Products Corporation



271 Fishing Reels. Latest engineering advances in Bronson reels are described and illustrated in the 1960 full color catalog. Covers the complete line of spinning, spin casting, bait casting, fly and salt water reels, plus four direct drive reels. Bronson Reel Co., Bronson, Mich.

272 Paint Tool Merchandiser. A catalog insert page, JS-62, describes and illustrates a complete "one stop" painters' tool department featuring vacuum pack carded tools. Red Devil Tools, Union, N. J.

273 Blocks and Sheaves. Catalog I contains illustrations and complete

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specifications, including tonnage capacities and recommended wire rope sizes, for Durolite Blocks and

Sheaves. Sauerman Bros., Inc., Dept. SHA, 620 S. 28th Ave., Bellwood, Ill.

274 Firearms. A catalog and brochures are available describing the company's line of copies of antique weapons, such as the Frontier Six-shooter revolver and Frontier Der-ringer. Circulars on special sales of war surplus weapons are also available. Hy Hunter Firearms Manufacturing Co., 3031 West Burbank Blvd., Burbank, Calif.

275 Company Growth. "This is Jacobsen" is the title of a full color, 16-page brochure which describes the company's growth in the power mower field. Available to dealers and prospective new dealers. Jacobsen Manufacturing Co., 747 Washington Ave., Racine, Wis.

276 Plastic Casing. The advantages of Plastic Casing for water wells are discussed in an available folder. Illustrations show ease of installation. Specifications and other pertinent data given. Southwestern Plastic Pipe Co., Mineral Wells, Texas.

277 Rotary Tiller. Four-page catalog describes and pictures all five Pow-R-Boy 66 tillers in the line from 2½ hp to 3½ hp, with complete technical descriptions. Hahn, Inc., Pow-R-Boy Division, Evansville, Ind.

278 Electric Products. An 80-page catalog illustrating over 1500 electrical wiring devices, lamps, and specialty products is available. Also features new packaging and merchandise displays. Profusely illustrated with full information, catalog serves as a sales tool as well as a reference book. All products are grouped in categories, cross-indexed. Included are three time-saving indices, Underwriters and CSA listings, and Federal Specifications numbers. Eagle Electric Manufacturing Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.

279 Fishing Tackle. The 1960 Fishing Tackle Trade Catalog contains 32 pages and is written as a buying guide and sales help. Features True Temper, Ocean City and Montague tackle. Well illustrated. True Temper Corp., American Tackle Div., 1623 Euclid Ave., Cleveland 15, Ohio.

280 Ballcocks. A 4-page, 2-color bulletin illustrates the company's complete line of ballcocks. Form LL-9939. Mansfield Sanitary, Inc., Perrysville, Ohio.

281 Locks. Complete cutaway diagrams and technical specifications of all three series are provided in the 1960 catalog. Illustrations are in full color. Challenger Lock Co., 2349 W. La Palma Ave., Anaheim, Calif.

(Continued on page 68)



You will have more water skiing customers next summer than ever before!

FREE! NEW PURITAN DISPLAY RACK

Stock your entire line of Water Ski Equipment in this HIGH-PROFIT-
PER-SQUARE-FOOT display!

* Your purchase of the Puritan Standard Water Ski Shop gives you this beautiful and sturdy display rack worth \$26.75 FREE. It holds a complete line of tow ropes, tow bridles, bars, floats and figure-8 hooks and 25 full color books on Water Skiing . . . PLUS: The rack is designed to hold, in addition, up to 11 pairs of your water ski line. This self service display rack is a must in every store carrying boat and marine goods. Fill out the coupon below and mail today for complete information.

- Self-Service
- Inventory at a glance
- Suggestive selling



Send coupon today!

Marine Division, Puritan Cordage Mills
124 Cabot Street, Dept. SH-360
Louisville, Kentucky
(Send me complete information on Puritan's new "Water Ski Shop" Merchandiser)
Name.....
Address.....
City.....Zone.....State.....

New money-maker

from

ATKINS*

BORG-WARNER*



Silver Streak*

High Speed HACKSAW BLADE

reduces cutting costs **50%**
as much as

**Biggest Hack Blade Improvement in 50 Years . . .
Now Ready for the Hardware Trade!**

After 3 years of development and testing, ATKINS/BORG-WARNER offers you a revolutionary new hacksaw blade that has actually out-cut and outlasted competitive blades 2 to 1!

New *Silver Streak* is a fitting companion to ATKINS *Silver Steel* line of tungsten blades. Both names represent the industry's highest achievement in hack blade metallurgy for the types of cutting each is designed to perform.

Call your ATKINS Wholesaler NOW . . . ask for new *Silver Streak* Hacksaw Blades.

NEW... FULL LINE HACKSAW DISPLAY

for fast turnover, fast profit!

NOW AVAILABLE FROM YOUR ATKINS WHOLESALER
first full-line hacksaw display ever offered by an American manufacturer!

Display No. 4977

For wall, pegboard or post. All steel rust-proof construction, 12" x 28" x 8". Hangers for hack frames and rotating rack for blades. Descriptive panels help customers select right blade for the job. Complete with 1 No. 10 and 2 each of Nos. 111 and 199 ATKINS Hacksaw Frames and 150 assorted blades.

Retail Value of Frames & Blades	\$71.16
Value of Display	10.06
TOTAL VALUE	\$81.22
Regular Dealer Cost	59.83
YOU PAY ONLY	\$49.77

also available:

Display No. 4293

Consisting of the rotating rack section of No. 4977, with pedestal. Complete with 150 assorted Silver Streak, Silver Steel and Standard blades . . .

Retail Value of Blades	\$60.90
Value of Display	6.50
TOTAL VALUE	\$67.40
Regular Dealer Cost	49.43
YOU PAY ONLY	\$42.93



Call your ATKINS Wholesaler
for this Money-Making Display!

ATKINS SAW DIVISION, BORG-WARNER CORP.
INDIANAPOLIS 25, INDIANA

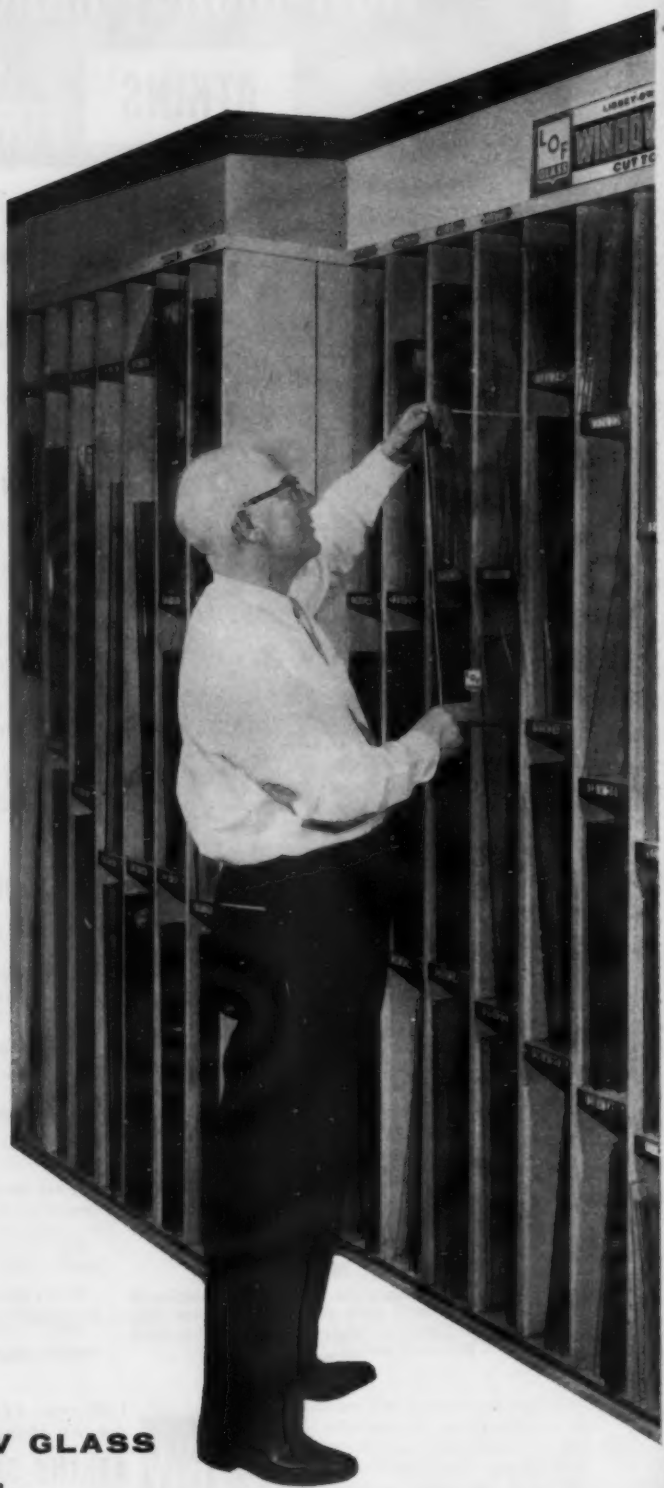
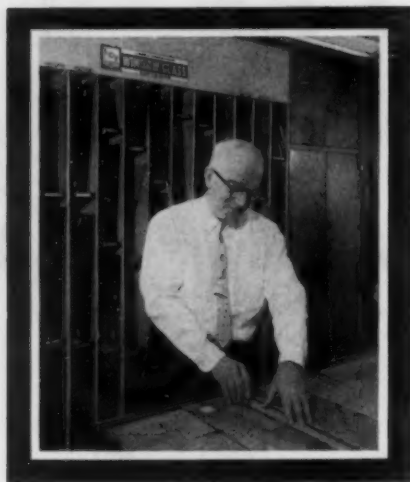
*TRADE MARKS OF BORG-WARNER CORP.

"L·O·F Window Glass best by my test!"

RICHARD L. ZEYEN, SR.
FOSTORIA LUMBER COMPANY
FOSTORIA, OHIO

"We've stocked L·O·F Window Glass for 25 years, wouldn't think of stocking any other kind. Why? The way it cuts, for one thing. We've tested all kinds. L·O·F glass seems less brittle. It snaps clean at the score, doesn't splinter like some glass. That's important when you have five or six employes all cutting glass. Saves a lot of wastage.

"We stock 30 to 40 standard sizes of L·O·F Window Glass, and our glass department is right in our main sales room. It not only saves time, but people think of us first when they need glass."

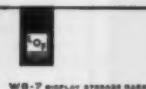
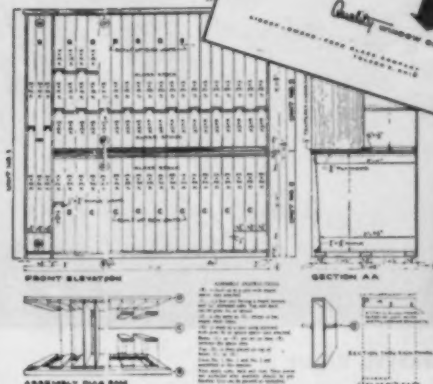


LIBBEY·OWENS·FORD WINDOW GLASS

The glass that cuts easier, snaps clean

TOLEDO 3, OHIO

GLASS DEPARTMENT SIGN! New sign, same as in photo at left, now available. Printed in red, white and blue on sparkling aluminum. Size, 24" x 6". Only 15 cents from your L-O-F Glass Distributor (listed under "Glass" in the Yellow Pages). Distributors order in cartons of 25 (\$3.75) from Libbey-Owens-Ford Glass Co., 811 Madison Ave., Toledo 3, Ohio.

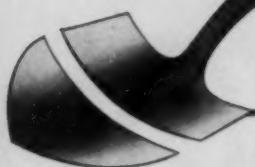
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LITTON, GEORGE, 2000 GLENN COMPANY / 800 MADISON AVENUE, TOLEDO 2, OHIO



XX strength ash handle, not cut down at socket, retains 100% strength. Guaranteed.

2 inches longer socket (11-inch) with tabbed top.



ONLY SHOVEL WITH A FULL-LENGTH BACKBONE: Rolled with extra thick center (13 gauge) from socket to cutting edge, where all other shovels wear fastest. Sides are tapered to 17 gauge, to lighten weight. Center-balanced. Clean-scouring.



TODAY'S BIGGEST SHOVEL VALUE

RAZOR-BACK® ... THE TOP SHOVEL THAT SELLS BELOW TOP PRICE

If you want to sell the best in shovels — and without having to ask \$5.50 to \$6 prices — sell RAZOR-BACK.

RAZOR-BACK *undersells by at least a dollar any other premium grade shovel that even approaches it in strength.* Your customers get the most service for their money — guaranteed. You get *full profit*, plus a double rate of turnover because 4 RAZOR-BACK patterns will take care of 90% of your needs. That's making money. Order from your wholesaler.

THE UNION FORK & HOE COMPANY, Columbus 15, Ohio
Makers of Green Thumb Lawn and Garden Tools

HELPFUL BOOKLETS FREE!

(Use reply card on page 53)

282 Canteens. Oasis Canteens are presented in a colorful catalog which gives illustrations, prices, and descriptive facts about the various models. M. E. Shaw & Sons, 2526 Daly St., Los Angeles, Calif.

283 Private Water Systems. A dealer promotion piece, "Your Own Private Water System Serves You Best," is available. The colorful, 4-page folder discusses the selection of the proper well site, then lists the most important advantages of the private water system. It will fit into a #10 envelope. The Tait Manufacturing Co., 500 Webster St., Dayton, Ohio.

284 Fasteners. A complete reference for threaded and headed fasteners is provided in a catalog now available. The list prices are up to date and reflect the most current changes. Atlas Screw & Specialty Co., Inc., 450 Broome St., New York, N. Y.

285 Squarespray Sprinklers. A colorful 4-page brochure describes the line including the Squarespray sprinkler; Waterspike, 2-way sprinkler-irrigator; Waterfeeders, fertilizer applicators; Plant-Chem, balanced plant food; and the Squarespray Lawn Care Kit. Proen Products Co., 9th and Grayson, Berkeley 10, Calif.

286 Angler's Catalog. A multi-colored catalog entitled "Techniques and Tackle to Catch Big Fish" is available in quantity for over-the-counter retail pass out. The angler catalog contains 32 pages showing the company's complete line of fishing tackle and offers pointers on casting techniques, tackle assembly, etc. Shakespeare Co., Kalamazoo, Mich.

287 Fishing Tackle. A 68 - page trade catalog No. 60 contains 58 new items in addition to the wide variety of fishing tackle regularly listed. New items include lures, larger picnic coolers, round minnow and ice buckets, display racks, and hooks. Weber Tackle Co., Stevens Point, Wis.

288 Outdoor Clothing and Equipment. Detailed information and illustrations are contained in a black and white catalog presenting the company's line of footwear, rain apparel,

Dixie Trading Company

MANUFACTURERS • IMPORTERS • DISTRIBUTORS



For the Ski Enthusiast!

All "King Neptune II" Skis are made from very fine, carefully selected hardwoods in clear varnish finish and are laminated under tremendous heat and pressure. Every "King Neptune II" Ski is guaranteed against defective workmanship or materials. The glue bond is guaranteed for life of ski.



A-1 DELUXE SKIS

A beautiful pair of skis for the entire family. "Easy-lock" foot binder. Size 69" x 6 3/4", Shipping Wt. 18 lbs.

\$10⁶⁵
Pr.



S-1 SLALOM SKIS

A beautifully designed ski for those demanding expert performance. Extremely maneuverable and stable at all speeds. Size 72" x 6 3/4", Shipping Wt. 10 1/2 lbs.

\$7¹⁰
Ea.



S-P-1 SLALOM SKI PAIRS

The ultimate in double skiing. Popular for the experienced skier. Banana shape for extreme maneuverability. Size 68" x 6 3/4", Shipping Wt. 13 3/4 lbs.

\$11⁶⁵
Pr.



S-1-C SLALOM SKIS

For experts and professionals only. Sharp tapered lines for more speed and maneuverability. 3" Aluminum fin. Size 72" x 6 3/4" at widest width. Shipping Wt. 9 3/4 lbs.

\$8¹⁰
Ea.



T-1 TRIXTER SKIS

Banana and European shape trick ski. Stable for side slides, swan wake and 360 degree tricks. Size 54" x 8", Shipping Wt. 13 lbs.

\$11⁶⁵
Pr.



B-1 "EASY-LOCK" FOOT BINDERS

Easy to adjust... provides a sure lock and snug fit for all sizes. Gum rubber const. All-aluminum die-cast parts.

\$3⁷⁵
Pr.

Durable SKI-ROPES Always float! Never sink!

- 1/4 yellow hi-quality Braided polyethylene rope.
- Over 1,000 lbs. breaking strength.

- Spliced connections for greater strength and better appearance.
- Heavy-duty hardwood handles.
- Full 75 ft. length.



Attractively packed in colorful printed "See Thru" Bags for fast "ON THE SPOT SALES"

	500 or More	200 to 500	Less than 200
S-14 Single Handle Style without Floats	\$1.60	\$1.75	\$1.97
D-54 Double Handle Style without Floats	\$1.95	\$2.05	\$2.35
F-140 Single Handle Style with Floats	\$1.77	\$1.92	\$2.12
F-540 Double Handle Style with Floats	\$2.15	\$2.22	\$2.50

F-140 and F-540 Water Ski Ropes are equipped with High-Impact type Styrene Floats in vivid two color combination for quick and easy locating in the water.

Coast Guard Approved

LIFE

JACKETS

Coast-guard Approved. Prime Java Kapok, sealed in Vinyl. Heavy-duty nickel-plated rings, snaps and adj. slides.

No. 110 Adults:
\$2⁷⁵
Ea.

Children's:

50-90 lbs. No. 111 \$3.25
Less than 50 lbs. No. 112 \$1.90



No. 117 WATER SKI BELTS

Kapok, sealed in Vinyl. Adj. belt. Rust-proof hardware. Bright orange cover, Sm, med, lge.



\$1⁵⁵
Ea.

No. 5V-100 Plastic-foam SKI VESTS

With head-supporting collar. Red & White Stripes front - yellow back. 300 lb. test web-strap. Universal size.



\$2⁴⁵
Ea.

No. 122 Poly-foam SKI BELTS

Molded & pre-formed polyethylene foam. Web strap all-way around. Rust-proof Hardware. Sm, med, lge.



\$1⁵⁰
Ea.

TERMS:

NET 30 DAYS:
(on Approved Credit)

EVERY ITEM FULLY GUARANTEED

and other outdoor clothing, as well as pup tents, air mattresses, tarpaulins, blankets, etc. Dixie Trading Co., 158 Garnett St., S. W., Atlanta 3, Ga.

289 Fishing Handbook. The full color Fishing Handbook is available in quantity. It contains 12 pages of fishing tips from experts for all fishermen and all types of fishing. One section has illustrated instructions on how to use spin casting and spinning equipment properly. Features company's most popular reels. Bronson Reel Co., Bronson, Mich.

290 Rust Remover. A catalog sheet describes Magic Rust Buster, a rust remover in stick form which may be used to remove rust and bugs from automobile surfaces. Magic Iron Cement Co., Inc., Cleveland, Ohio.

291 Racing Karts. The 16-page brochure answers questions most often asked by dealers who are contemplating the sale of Racing Karts. Simplex Manufacturing Corp., 540 North Carrollton Ave., New Orleans 19, La.

292 Store Fixtures. Fully illustrated mechanised wall fixtures, gondolas, and a nail counter, are presented in a new Add-On folder. Prices included. A feature of the folder is instructions to receive free store planning service. W. C. Heller Co., Montpelier, Ohio.

293 Feastmaster Barbecues. A two-color brochure describing the company's complete line of Feastmaster barbecues with retail price and construction details, also a dealer's price list, are available to dealers. Superior Fireplace Co., 601 North Point Rd., Baltimore 6, Md.

294 Galvanized Ware. The complete line of hand-dipped and sheet galvanized ware for home, farm, industrial, and institutional use is described in a 12-page bulletin entitled "Wheeling Metal Ware." Wheeling Corrugating Co., Wheeling, W. Va.

295 Fishing Reels. Catalog No. 22 covering the Penn line of fishing reels is available. It is profusely illustrated with detailed information given concerning specifications, prices, capacities, etc. A number of pages are devoted to accessories and to lists of reel parts, how to order parts, and to the care of the reel. Other special pages contain service data, helpful tips for the fisherman, and a chart and pictures of world's record catches. Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pennsylvania.

Make the Most of Your Windows!

(Continued from page 37)

room that completed look. By keeping a window display the year 'round, the public knows we have everything needed for the fireplace. It's a constant reminder."

DeSoto Hardware Co., Memphis "uptown hardware store," puts special emphasis on its windows to catch the eyes of business district shoppers. The windows are kept lighted at night and are changed frequently. One display is reserved for sporting goods, principally

hunting and fishing, although barbecue grills and other outdoor items are displayed for a change of pace.

One large window at DeSoto is used mainly for tools and lawn and garden items. This window last Christmas featured tools as gift suggestions and attracted much interest.

Pierce & Barry Hardware Co. enjoys a large power tool sales volume. It maintains one of the city's largest and most complete floor displays. Yet it frequently uses windows to promote the line.

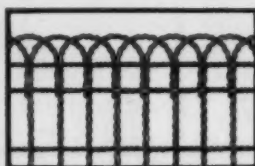
One of Memphis' most modern hardware stores is Best Hardware

Sell Sterling...

and you sell your customers Long Life Protection

ORNAMENTAL LAWN FENCE

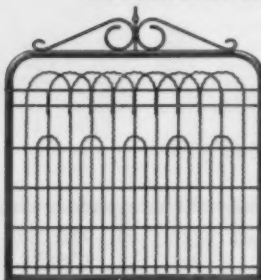
Made of Copper-Bearing Electric Furnace Steel



Evenly arched picket tops are securely held in place by top cables. On uneven ground, wire flexibility makes it easier to erect.

Sterling Ornamental Lawn Fence offers beauty, privacy and protection at comparatively low cost. It is made of electrically refined copper alloy steel with a heavy, bright galvanized finish. It is available in single and double picket weaves; standard 9½ gauge and light 11 gauge. Heights: 36", 42" and 48". Standard rolls, 100 lineal feet.

ORNAMENTAL WALK GATES



Sterling Ornamental Walk Gates are attractive and durable. Frames are made of 1" O.D. galvanized steel tubing and bottom corners are electric welded, producing a rigid, one-piece frame. Filled with double picket lawn fabric. Made with either Ornamental Top or Plain Top. Sizes: 2½, 3, 3½ and 4 foot opening ... heights 36", 42", 48".

Field Fence • Barbed Wire • Baling Wire • Smooth Wire
Ornamental Lawn Fence and Gates • Fabri-Cloth
Stucco Netting • Corn Cribs and Cribbing • Nails and Staples

YOU EXPECT MORE FROM ELECTRIC STEEL AND YOU GET IT . . . GREATER STRENGTH AND LONGER LIFE



NORTHWESTERN STEEL AND WIRE COMPANY
Incorporated Northwestern Barb Wire Company—1879 • **STERLING, ILLINOIS**

MARK I CHALLENGER
SINGLE ENGINE **\$189**
RETAIL



You can make a lot of money selling **SIMPLEX** ... America's Finest Racing Kart

Here's
Why:

- Simplex Karts have and will consistently outsell any and all other Karts on the market because the quality is obvious and the combination of standard features are unmatched by anyone.
- Our dealer discount is among the highest, if not the highest, in the industry. When you consider that we pay the freight and charge nothing extra for crating as some do, our dealer profit structure is perhaps the highest in the industry.
- We have a complete dealer help program.
- With the largest production capacity in the industry Simplex can deliver all the Karts and Parts you will sell.

Send for our complete Dealer Brochure with the answers to all of the questions most often asked by prospective Kart dealers.



MARK II CHALLENGER
DUAL ENGINE **\$269**
RETAIL

SIMPLEX MANUFACTURING CORPORATION

540 North Carrollton Avenue, Department SH, New Orleans 19, Louisiana



and Appliance Co. Its all-glass front provides fine window display opportunities—and the store makes the most of the space.

One window is large enough for several mass displays of unrelated items. For example, one week this window may feature an assortment of housewares and garden tools and supplies. Best uses artificial grass carpeting in its window for garden and lawn items.

Display techniques used by these stores are used by other successful Memphis dealers. In nearly every case, the windows are the

responsibility of a single employee who takes pride in arranging the displays.

Window dressing is an art—but it's an art that can be acquired by any dealer willing to give it the patience, planning and time necessary to step from "average" to "above average."

How much time do you devote to window dressing?

For information on
NEW PRODUCTS
See Page 118

Mobility of Display Maintains Fresh Look

(Continued from page 39)

open displays of seasonal items is his "hot spot" near the front of the store. In February, while the weather was still cold, in a spot where sunshine poured through the plate glass, to give the illusion of springtime, he set up a lawn-and-garden table. The bottom shelf was devoted to several different types of garden hose and sprinklers, a showing complete enough to influence the customer to buy a length or two of extra garden hose, a canvas garden soaker, or a fancy lawn sprinkler. The second shelf showed different types of garden gloves, small garden tools, and related items, all in fascinating variety. The third tier was devoted largely to garden insecticides and insect repellents. The top shelf, which was a little high in this particular display arranged from the facile pipe supports, showed a few items that add to the pleasure of outdoor living. The tiers of this display were not set back, demonstrating again the flexibility of the knocked-down display units. When a display calls for shelves of the same size, the stacked units in the storeroom yield what is needed.

The storeroom offers enough of every size of plywood needed for shelves, cut and ready for use. If a special size is wanted, there is extra plywood on hand to do the job, with clear varnish to finish it.

Terrell's awareness of the value of impulse buying fostered by planned display is demonstrated at the cash register. While the customer waits for his change, he sees a variety of small items, priced from one cent to a dollar. Horse nails and safety razors, screwdrivers and sandpaper, shown as single items or single displays, invite one last purchase. Terrell says that this little cash register display is one of the fastest-moving showings in the entire store. It is changed from day to day. Even unimagined items, such as bolts, have their turns under the customer's eye.

A profitable volume of small electrical wiring items is sold because the center of the store has been picked for an attractive electrical wiring table. Shorter pipes are picked to support the tiered tables, leaving a generous section at the bottom, covered with sliding plywood doors, which is used for storing extra stock for this fast-

GOOD NEWS LETTER FROM DURO-PLASTIC

HARDWARE WEEK SPECIAL HS-159

12 tubes of PLASTIC ALUMINUM plus
2 FREE "SURPRISE" TUBES in Mother's



"MY MOTHER-IN-LAW LOVES TO GIVE FREE SURPRISES — EVEN IF IT COSTS US MONEY!"

Treasure Chest

YOUR PROFIT

MARGIN NEARLY 50%

Here's the hottest deal in Hardware Week*. Let my mother-in-law (she's in the shipping room now) send you 12 big 5½-oz. tubes of DURO-PLASTIC ALUMINUM and she'll include . . . absolutely free . . . two tubes of either LIQUID STEEL, DURO-PLASTIC RUBBER or DURO-PLASTIC PORCELAIN REPAIR. The two free surprise tubes are packed right in the Treasure Chest. A free window banner is in the carton, too.

RETAIL VALUE \$14.00. DEALER COST ONLY \$7.20

*HS-159 offer expires April 15, 1960.

PLUS AN ADDED ATTRACTION FOR YOUR CUSTOMERS

Each of your customers buying a tube of DURO-PLASTIC Aluminum can receive a regular 25c POPULAR MECHANICS do-it-yourself booklet absolutely FREE. You have nothing to handle. We mail it direct to your customer when they send us the coupon on the back of each package.



Via Hand
Sales Manager and Son-in-law

ORDER STOCK NO. HS-159 FROM YOUR JOBBER, OR write

THE WOODHILL CHEMICAL CO. 1390 East 34th St., Cleveland 14, Ohio

"Originators and World's Largest Manufacturers of Plastic Aluminum"

THE NATION'S ONLY MOTHER-IN-LAW APPROVED FIX-IT LINE

"Poly-Plus" Blue Insert Fittings...



The modern fittings for flexible plastic pipe that are built to outlast the life of the piping system in which they serve.

**"BUILT
TO OUTLAST
THE LIFE OF THE PIPE!"**

Priced with the lowest, Poly-Plus Blue Insert Fittings perform with the best. They're durable, corrosion resistant, lightweight and easy to assemble.

Why pay for the more expensive steel or brass fittings? Poly-Plus Blue Insert Fittings are *unmatched for serviceability.*



*Fits, Tees, Elbows, Adapters
Also available in
Nylon, Brass and Steel
Sizes 1/2" to 2"*

Write for descriptive literature, TODAY.



PLASTICS DIVISION

**The Union Malleable
Manufacturing Company**

Ashland, Ohio • Vernon, Calif.

moving display and for large unsightly items. Much electrical cord and wire are sold because the table is topped by a long rod on which are threaded spools of different kinds of wire.

The mobile display units in this modern store, kept modern through the long-range remodeling plan, show a \$100,000 stock. The idea behind the frequently changed display units is to make that inventory turn as fast as possible. Space held too long by a slow-moving item is wasted, the owner believes. Changing the placing of that item often calls it to a customer's attention.

Terrell supports his well-planned displays with advertising. Display newspaper space points up seasonal items. A broadside goes out five times a year. This is in the hands of the wholesaler, who takes the well-checked mailing list supplied by the store. Terrell insists that he realizes direct results from the broadside. Before one of these is mailed, he makes sure that the same items are displayed enticingly on his tables, stacked from the knocked-down units to fit the items shown.

Before Terrell buys a new item, he first thinks about the way it

will look on the table in his store. If his good display can add some customer appeal to the new item, he usually buys it, especially if it is an attractive housewares item.

Housewares and tools take up much space in the broadside, and often have the favorite spot in the newspaper advertising. That gives him a direct lead to men and women, whose needs are balanced carefully in this modern store that goes after extra turnover.

The Fire Read 'Round the World

(Continued from page 41)

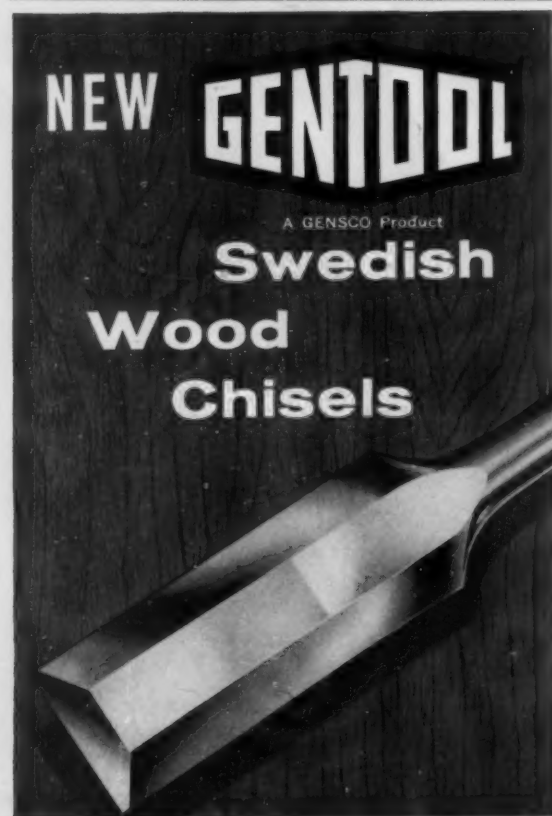
springs can be ordered to refill them. While these are little more than service items, Tinkle expects that the completeness of his spring stock will make many friends for the stores. The chain has become so well known across the county for its 100,000 items of regular stock that salespeople don't even register surprise when asked for chicken-feed or, occasionally, a loaf of bread!

Jack's "big as Texas" merchandising policy works something like this: stocks are never bought in

less than a 60-day supply—more usually in 90- or 6-month carloads and truckloads. "I have a big business spread between my three stores and I buy big," Tinkle said, "particularly now that I've switched over to a cash and carry policy. If I'm going to offer low prices, I must get the best possible quantity discounts." The speed with which the bales, stacks, and piles of merchandise move off of the more than two acres of selling space bears out the wisdom of his policy.

Jack's merchandising seldom misses, even when the stock seems a far departure from the usual hardware items. Take his French coffee pots—white enameled, drip-type pots which are believed locally to turn out a superior brew. When Tinkle's US sources were unable to continue his supply, he ordered a load of the pots through an importer. A mighty long gamble? Perhaps, but customers for this item come to his stores from as far away as Louisiana and the Cajun areas of Texas!

Other colorful features of his oldest and largest store are the shining kitchen where lunch is served daily to eight employees and where the proprietor, himself,



NEW GENTOO!

A GENSCO Product

Swedish Wood Chisels

Volume building line of high quality, moderately priced chisels.

Each GenTool chisel is packaged in an attractive, self-selling plastic pouch.

- 6 popular sizes ($\frac{1}{4}$ " — $1\frac{1}{2}$ ")
- Size clearly marked on handle
- Unbreakable Tenite handle
- Swedish charcoal steel blade

Ask your jobber about this profit building chisel line today.

GENSCO TOOLS

Division of General Steel Warehouse Company, Inc.
1806 N. Kostner Ave., Chicago 39, Ill.

America's *Plymouth* Finest Tiller...

*All-Ways the most
maneuverable tiller ever made*

PLYMOUTH CHIEF DELUXE

Plymouth presents the royal family
of tillers and garden equipment



PLYMOUTH SUBURBAN



PLYMOUTH SPUR



PLYMOUTH CHIEF STANDARD



PLYMOUTH ARISTOCRAT



PLYMOUTH KUTUP



PLYMOUTH WORKHORSE

ALSO A COMPLETE LINE OF GILSON CONCRETE MIXERS



EST. 1911

Brothers Co. . . . BOX 61 . . . PLYMOUTH, WISCONSIN

Gilson Factories At:

Plymouth, Wis. • Franklin, Wis.
Oshkosh, Wis. • Greenbush, N. C.

often turns out Southern delicacies like fried catfish and turnip greens; the mule which is "Jack's" trademark; and, of course, the bulging scrapbook where the bonfire publicity is kept.

Because some reporters wrote the "forgive us our debts as we forgive our debtors" slant into the bill-burning story, Tinkle received letters from ministers who praised his act and from religious cranks, as well. One correspondent begged him to buy a \$10,000 watch made in France. Notes came from friends, customers, and well-wishers in a geographical spread that

reached into Canada and Germany.

"Most any man can become a flagpole sitter or do some other crazy stunt to attract attention but he's missed the boat unless he can show some sort of return," according to Owner Tinkle. "The return from the bill-burning showed up in our cash register—the best place of all!"

Beaumont sightseers returned as customers. At least two families whose unpaid bills had been burned showed up as cash customers. The most noticeable effect was on the pre-planned target—a painless changeover to a cash and car-

ry basis at all stores in the chain. True, salespeople reported some resentment among their longtime charge customers. But even the most stubborn yielded when they checked around and found that Jack's new cash prices were the lowest to be found in the area. This same theme was stressed in all the stores' advertising—how the customer's money could be saved by eliminating the costs of doing a credit business. Today, the changeover is complete with only commercial accounts being carried on the books. Although Tinkle expected a perceptible drop in business after the abolishment of charge accounts, his sales records show that the accelerated cash business soon filled the gap. The former \$50,000 in yearly credit business and its attendant burden of eight percent in unpaid debts seems like a bad dream, now that a husky, uncomplicated "cash and carry" policy has taken its place.

NOW! You Can Sell High Wheel Mowers With JACOBSEN QUALITY



Ram 24SP
Power Propelled
24 inch cut.

The New Ram by JACOBSEN Made in Dixie for Dixie Dealers

Experts from our Brookhaven, Mississippi plant have carefully surveyed the South to determine the kind of mower your customers need most.

The answer is our new Ram series of High Wheel Rotary Mowers, tailored to your market, with Jacobsen experience and quality built in.

Jacobsen reputation helps you sell more, Jacobsen design keeps customers happy.

- 22 inch and 24 inch push type models.
- 24 inch power propelled model.
- Jacobsen industrial Hi-Torque engines made exclusively for the mowers.
- Straight belt drive to cutter.
- Cutter can be disengaged for starting and transport on Ram 24 and 24SP models.
- Low center of gravity.

Send for brochure.

Feature for feature—the finest!



Jacobsen

MANUFACTURING COMPANY

General Offices, Dept. SH3 • Racine, Wisconsin

Factory at Brookhaven, Mississippi

New Store's Ideas Spiral Profits Upward

(Continued from page 43)

white plywood letters spelling out the type of merchandise to be found below.

To the right are sporting goods, hand tools, and builders hardware and, down the center, on attractive gondolas, are more of these, plus simple hobbies, toys, paints, art supplies, and even a neat display of gift-wrappings and party papers. Despite the great variety, everything is kept extremely neat and clean and in separate sections for easy accessibility.

At the right rear is a whole little room off to itself, devoted entirely to the advanced hobbies such as radio-controlled airplanes and HO gauge railroads. In the basement, but opening onto an access street in back is a large service center for wheel goods and power mowers.

Location, appearance, wide inventories, all are factors of this store's success; but there are more. They have found it worthwhile for each department to have a separate manager, who does all the buying for that department and is responsible for it. Each is an expert in his or her own field. For instance, Pete Snow, the hobby shop manager, is an expert hobbyist himself and attends most of the meetings of local hobby clubs. Gift and housewares buying is done mostly in New York, but most of



How to get your share of a lively market:

Stock the best-selling farm tools. Some are *must* items in any store. Shown here are just three demand tools that are proved profit-makers. Ask your True Temper wholesaler about True Temper's basic farm-tool selection and complete line.

Stock the preferred brand. True Temper is the brand name that farmers know and trust . . . and buy! In 1960 True Temper will continue to back you up with powerful national advertising in *Life*, *Saturday Evening Post*, *Better Homes and Gardens* and other famous magazines, including *Successful Farming* and *Progressive Farmer*.

Get 'em all in one order. Only True Temper provides steel goods, axes, shovels, shears, hammers, heavy goods, snow tools—all from *one source*.

Aluminum scoops—New bowl shape holds more material yet weighs no more. Choice of sizes.

Manure forks—High-strength tubular-steel ferule, fire-hardened handle. 4-, 5- and 6-tine.

Kelly axes—"Only Kelly is the McCoy" in axes. Full range of patterns, weights and grades.

Why pass up the profits you can make in farm tools? Call your True Temper wholesaler today for full information and free catalogs. True Temper, 1623 Euclid Avenue, Cleveland 15, Ohio.

your basic line... your money line

the hardware merchandise is bought right in Charlotte, at the Carolinas Hardware Show.

Personnel numbers from 30 to 46 persons, depending on the season, with three salespeople in hardware, three in toys, two in hobbies, six to seven in gifts and housewares, and three in the service department, plus a janitor, stock supervisor, cashier, secretary, and the manager. Actually, these figures are a little misleading, as the hours are such that each position calls for more than one person to cover it. The store is open from 10 a.m. to 9 p.m. Mon-

day, Thursday, and Friday; 10-6, Tuesday and Wednesday; and 9-6 on Saturday. These seem like rather odd hours, but they have been proved to suit best in this far-out suburban section; and, as they are too long for one person to handle each position, part-time help has to be called in to fill out the extra time.

This comes from housewives whose children are in school in the morning, Distributive Education students in the afternoons and, at various times, retired persons whose experience and know-how and need for a supplemental in-

come make such work just what they need. Although a sign announces self-service, friendly courteous salesmen are always ready to help if desired.

Another secret of this store's success is making it a point to carry hard-to-get items that cannot be found anywhere else, such as odd light bulbs and electrical accessories, rarely needed art supplies and a full line of curtain rods with every piece imaginable being available. A proved traffic-getter is a bolt and screw display, 4' x 6' in size with 60 drawers in it, where all kinds of bolts, screws, and nuts can be found and bought only one or two at a time if desired. Usually women customers want only a few of these items at a time and sales totaling two cents for two one-cent screws are not unheard of! Small, yes, but they make for satisfied customers!

Still another idea is the costume jewelry counter installed in the front of the big double bookkeeping cash-register counter. Measuring only 5½' by 3½', with six 1-1½' graduated-in-width glass shelves, this alone pays the cashier, who also buys for and manages this tiny "department" on the side, thus making her completely "self-supporting."

Advertising is by newspaper, monthly ads in a shoppers' column, and occasional specials, spot announcements on radio and TV and some direct mail and house-to-house circulars.

Asked about promotions, Fisher replied, "Outside of the big Christmas promotion effort, you might say we don't feature promotion of specials as such, as we feel that if you carry quality merchandise, nothing is as effective as continual promotion of institutional types. For instance, we spent \$800 on such promoting of one quality mower on local TV programs for a week and not only sold out every mower we had, but built up our sales and service on all lawn mowers as well."

Prices at Center Hardware range from a one-cent screw to a \$469 power mower.

Services include charge accounts; layaways; and wheel goods, model train, and mower repairs.

Manager at present is Mike Fisher and assistant manager, David Fisher.

Asked what he considered the greatest problem facing the retailer today, Fisher came right out with this reply, "The trend among manufacturers to allow their

THERE IS NO OTHER DOOR CLOSER LIKE THIS

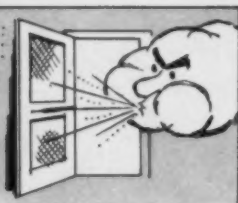
ILLINOIS
GLIDRAULIC
PATENT PENDING



IT IS FILLED WITH
HYDRAULIC FLUID...
not air! Sealed for a lifetime.



NEVER A BOUNCE...
NO HEEL CATCHING...
always a gliding close.



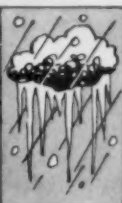
MORE POWER
AGAINST THE WIND...
No slam! No bang!



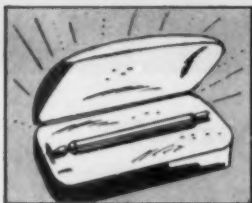
POSITIVE DOUBLE
LATCHING POWER...
Pulls door tight!



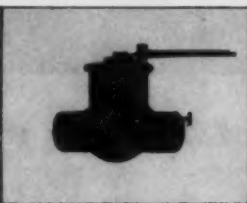
NEVER REQUIRES
ADJUSTMENTS...
anywhere, anytime.



HEAVIER ROD
FASTENS TO DOOR...
better pulling power



ALL STEEL HEAVY
DUTY PARTS...
with Baked Enamel Finish.



SAME CLOSING ACTION
AS IN COMMERCIAL...
Expensive closers.



15 YEAR GUARANTEE
IS CALLBACK INSURANCE..



Model 15 Specially designed

**FOR JALOUSIE AND
HOLLYWOOD DOORS**

1½" to 1¾" thick

retail \$5⁹⁵

Write now for catalog and specifications

NEW!

GLIDRAULIC MODEL 20
designed for interior doors in
offices, homes, schools, etc.
Similar to Model 15, retail \$7⁹⁵

THE ILLINOIS LOCK CO.

800 So. Ada Street Chicago 7, Illinois
Manufacturers of Cabinet Locks, Padlocks and Glidraulic Closers.

SUPPLEX

Salutes You!

WAY BACK IN 1946 we pioneered Plastic Garden Hose.

Through the years your loyal support encouraged us to produce better and better products. Today SUPPLEX Garden Hose and Flexible Sprinklers are as close to perfect as it is humanly possible to make them.

Many thousands of dealers all over the country, just like you, take pride in selling SUPPLEX . . . and profit by it too. You know that SUPPLEX is priced right, packaged to sell, and profitable to push.

We want your continued support. We know that the only way to get it is to continue providing you with saleable and profitable products. *THAT WE WILL DO.* Your Supplex jobber's salesman will present the facts to you.

Many thanks for your confidence in us. We hope we will earn it, always.



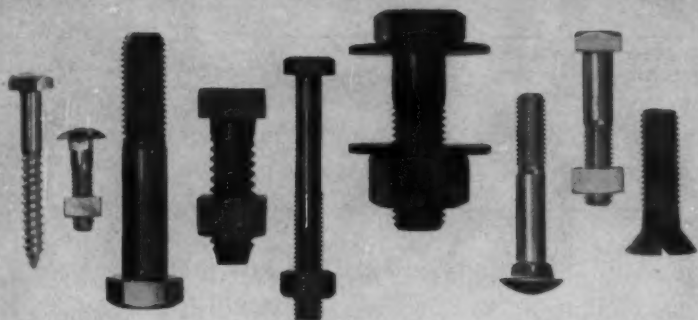
SUPPLEX

GARDEN HOSE • SPRINKLERS

SUPPLEX COMPANY, Garwood, New Jersey, Division of Amerace Corporation

One order, one source
...for more fastener business

there are bolts
and
THERE ARE BOLTS



You'll find a big difference between "just any bolt" and the repeatedly accepted products made by Screw and Bolt Corporation.

Your customer knows he's getting big extras for his money when he buys our fasteners:

- wealth of design experience
- engineered to quality specifications
- sampling and inspection throughout entire manufacturing schedule
- rigid standards for lot-to-lot uniformity
- technical customer assistance
- personal attention to orders, handling and on-time delivery

All these extras keep customers sold and satisfied—and you'll be satisfied too.

VMA-6988

SCREW AND BOLT CORPORATION OF AMERICA

P. O. Box 1708 • Pittsburgh 30, Pennsylvania

DIVISIONS: Pittsburgh • Gary • Southington Hardware • American Equipment

AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENERS



merchandise to be peddled at any price by just anyone, regardless of how much damage it does to the prestige of the article and its manufacturer and to the legitimate retailer who actually put most of these manufacturers where they are!"

Considering that the Center Hardware Store is so young and already so successful, Fisher and his staff seem to be meeting this and all other problems without any trouble, as they continue to follow through in their bold new ideas on merchandising as applied to the hardware store.

Spotlight on Progress

(Continued from page 45)

issued to customers are expected to speed up service. A cash register equipped with automatic calculator indicates and dispenses correct change, eliminating errors at the checkout counter. Communication is provided by three microphones, two at the checkout counters and one at the switchboard. Automatically operated, treadle-controlled doors like those found in large supermarkets are at both the front entrance and the entrance at the rear, which opens into the parking area. An unusual feature of this hardware store is the music system that brings low-volume background music to customers and store personnel.

Effective Displays

Exterior windows at the front and rear of the store are important promotional aids. At the rear of the store, a group of windows, each 24" square, are devoted to the display of individual items, such as oven glassware. Switching from the specific to the general, Pendleton's front windows—especially the giant, semi-circular window—makes the entire store one big showcase for its interior.

The firm has 23 personnel, including its garden shop, office staff, and truck drivers.

"We feel we have every reason to anticipate continued gains," Pendleton commented. "We are now better stocked, better displayed for self-service, better lighted, more efficient in our buying, and better geared for prompt efficient service. In addition, our more scientific stock control methods designed to promote greater turnover will realize for us a greater net."

Rapidayton leads the way to BIGGER PUMP PROFITS!

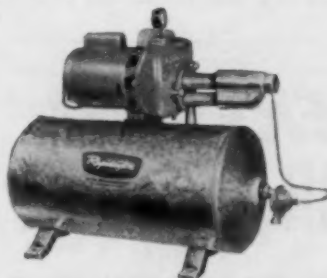
3 CONVERTIBLE JETS

to dominate a booming market

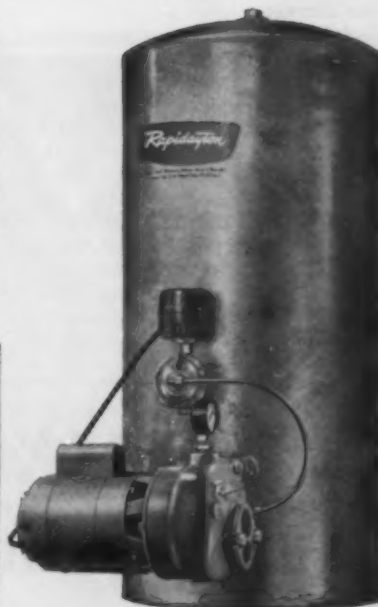
Nation-wide industry sales of convertible jet water systems are up approximately 35% over a year ago. Rapidayton wholesalers and dealers are riding high on the crest of this profit wave. The reasons are simple. Tait aggressively developed the market for two-jet-pumps-in-one: producing quality water systems that can be used, without additional pump parts, for either shallow or deep wells; systems that are easier to stock, easier to sell, and easier to install. And Rapidayton competitive prices are the result of advanced manufacturing methods and skills, not compromises in design and materials . . . Today there are *three* packaged convertible systems in the broad Rapidayton line. No matter what your competition, you can meet it—and beat it—with a Rapidayton quality convertible jet. Stock Rapidayton today.



Convertible JETSTAR®—One highly-competitive low-priced pump for any installation 0 to 80 ft. Real versatility and maximum profit from simplified inventory. Quality-built for outstanding performance and long life. $\frac{1}{2}$ and $\frac{1}{2}$ h.p. 56-frame complete motors with overload protection. Capacities to 750 g.p.h. Three tank types.



Convertible CHAMPION®—The Champion sets the standard for all modern convertibles. Every feature, every part is of the supreme high quality which has all but disappeared from most competing lines. Yet the Champion is priced among the lowest. For wells 0 to 80 ft. $\frac{1}{2}$ and $\frac{1}{2}$ h.p. capacitor motors. Capacities to 810 g.p.h. Three tanks.



Convertible TWIN CHAMPION®—Deluxe two-stage convertible, the ideal system when extra pressure is wanted from a shallow well, or both extra pressure and capacity from a deep well. Pumps full capacity at 40 lbs. pressure. For wells 0 to 150 ft. $\frac{1}{2}$ to $1\frac{1}{2}$ h.p. heavy-duty motors. Capacities to 1250 g.p.h., and pressures to 80 lbs.

Rapidayton

division The Tait Manufacturing Company, Dayton 1, Ohio

© 1960 TAIT MFG. CO.

* TRADEMARK

Texas Convention

(Continued from page 51)

000 items, and finance dealers to the amount of \$27 million a month in accounts receivable.

He listed four essentials for the hardware dealers if they expect to take full advantage of the opportunities that will be offered in the future.

1. Modernize their stores.
2. Keep a stock control system so they will have in stock the items that are most in demand.
3. Advertise and promote their store and products as much as they possibly can to let the customers know the store is competitive in the market.
4. Keep a good set of records and train personnel.

Before the panel session began on the last morning of the convention, Dwayne Laws, NRHA vice-president, Indianapolis, Ind., spoke to the assembled dealers. Urging the dealers to run their business in a businesslike way, he told of the importance of the association's turnover handbook in order for retailers to keep an accurate check on their merchandise.

He also told dealers of the im-

portance of attractive displays, modern, spacious layout for floor plans, and the importance of training sales personnel in tending to customers' needs.

Moderator Scheurer then introduced the panel members: Jerre Elliott, Elliott's, Dallas; John R. King, King Hardware Co., Pasadena; John T. Sammons, Temple Hardware Co., Temple; Sam K. Seymour, Jr., S. K. Seymour Co., Columbus and Dwayne Laws, guest panelist.

Each panelist gave a summarized report on such current problems as promotions and traffic builders, the discount houses, time pay as a merchandising tool and customer relations.

It was apparent during the following question and answer period in which the dealers took part from the floor, that they were interested in means of combating the discount houses, and what to do about trading stamps.

One panelist said that he has found that trading stamps should give little cause for concern, since customers are attracted by top quality products, good service and the knowledge that a reputable dealer stands behind the products.

Also, that the public, or a large segment of it, is of the opinion that for the retailer to give away trading stamps, he must boost the retail price on many of his items and is therefore suspicious of trading stamps.

Many hardwaremen in the audience backed up this opinion by saying that they had tried trading stamps and that they did not work out for them. Furthermore, that when they dropped them, they did not note any decline in sales or profit.

As to discount houses, the case of a large discount house in Dallas was cited in that government action has been filed against them for false advertising. The discount house had advertised as selling at a wholesale price, when actually, the items advertised could have been purchased at reputable dealers at less cost.

Panelists agreed that continued legislation is needed to fight the misleading and sometimes fraudulent claims of some of the discount houses.

Following a report at the president's breakfast by Executive Director Ray Souder, the new president of the association was introduced. He is Dan H. Tudor, Laramey-Tudor Co., Temple. Other officers are S. K. Seymour, Jr., first vice - president, Columbus, and Porter Henderson, second vice-president, San Angelo.

Two new members of the board were also elected. They are: Tom Reding, Taft Hardware and Implement Co., Taft, and Jim Batsell, J. H. Batsell and Sons, Brownsville.

At a meeting of the board of directors on the last day of the convention, plans were formulated to hold next year's convention in Houston, January 22, 23 and 24 at the Shamrock Hilton hotel.

Curry to Represent Stanley in Texas

FRED A. CURRY recently was named sales representative for Stanley Tools, division of The Stanley Works, in the state of Texas. He comes to Stanley from Heitmann, Bering-Cortes Co. of Houston, Texas, where he was dealer sales manager. He was associated with the wholesale firm for eight years and previously was a dealer sales representative for Dunham Carrigan and Hayden of San Francisco.

Bridgeport INNER-SEAL
GARAGE DOOR CUSHION

X SERIES

THE BEST GARAGE DOOR WEATHERSTRIP CUSHION YOU CAN SELL!

- 1 Self-aligning flange for neat, easy application
- 2 Wide 1 1/2" strip to cover any residential door
- 3 Ribbed for attractive appearance
- 4 Slanted to shed water
- 5 Triple-Seal for best protection

NEW PACKAGE	NEW DISPLAY
Colorful polyethylene package sells itself. Complete with nails and easy instructions. 8, 9, 10, 16 foot lengths.	Dynamic "try-it-yourself" display FREE with order.

Available through jobber or write:
BRIDGEPORT FABRICS, INC.
BRIDGEPORT 9, CONN.

FOR A QUALITY BUY STANDARDIZE

Whether your customers buy screws by the half-dozen or buy the box, they are actually paying for quality screws. It's smart and profitable to stock your shelves with Southern Screws — the screws that are pre-sold to your customers by year 'round advertising in nationally circulated home shop magazines.

Stock Southern 100% and *sell up* the Southern quality screws that are easier and more profitable to sell by the box than by the dab. Now, in addition to Southern's famous quality, its time-saving, fool-proof EZ to C₆ label system has the NRHA approval — another selling point for you, and another buying reason for your quality-conscious customers.

Put Southern Screws in your want book now. Or better yet, phone your Southern distributor for fast service on the finest fasteners you can buy — and sell!

Sold Through Leading Wholesale Distributors. Warehouses: New York: Chicago • Dallas • Los Angeles.

**100%
ON SOUTHERN
FASTENERS**



Wood Screws • Stove Bolts • Machine Screws & Nuts • Dowel Screws • Sheet Metal Screws • Carriage Bolts • Wood Drive Screws



Jim Haynes to Head Sales for West Georgia Mills

GIBSON LAFAY, president of West Georgia Mills, Inc., recently announced the appointment of Jim



Jim N. Haynes

N. Haynes as company sales manager. Haynes was formerly with Lever Brothers Co. and Columbia Bakeries.

U. S. Steel Transfers Kyndberg to Cleveland

FRANK E. KYNDBERG, top sales official for American Steel and Wire Division's Cyclone Fence Department at Waukegan, Ill., has been transferred to the Cleveland headquarters of this U. S. Steel Division, it was announced in Cleveland recently by E. A. Murray, vice-president - sales. In this new location, Kyndberg, as manager of Cyclone Fence sales, will continue to supervise the department's sales activities, now working directly with the Wire Division's general manager of sales solicitation, Boyd P. Doty, Jr.

The Deming Co. Appoints Roman as Representative

THE DEMING Co., Salem, Ohio, announced recently that Grant B. Roman of Oklahoma City, Okla.,



Grant B. Roman

will represent the firm in western Arkansas, Oklahoma, and the Texas Panhandle.

Roman will headquarter at Oklahoma City.

For information on

SALE AIDS

See Page 94

PROMOTE PROFIT

with all the 1960

MAGIC-SELL

Excellos



NEW DURABLE
mirro-glo
FINISH

Model 249

24" STEEL DECK
B & 5.3 H.P. Engine

All the best in a most complete line of power mowers ... steel and aluminum-alloy decks, 2 cycle and 4 cycle engines, 2 HP to 5.5 HP, walking types and self-propelled rotaries, reels and riders ... blanketing the entire power mower field ... EXCELLO has them all! PLUS ... traditional EXCELLO quality, sales-exciting appearance and unexcelled performance. PLUS ... these dealer extras: QUANTITY DISCOUNTS, Big Margin DEMONSTRATOR DEAL and the quick-cash, fast service, DEALER FINANCE PLAN ... EXCELLO has the line, the promotion and the program for PROFIT in '60.



MODEL 2209
22" CUT 2.5 H.P.
ALUMINUM
DECK
ROTARY

ROTARIES
RIDERS
REELS

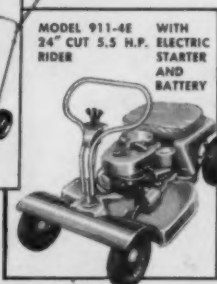
18" 19" 21"
22" 24"

2 CYCLE &
4 CYCLE
ENGINES

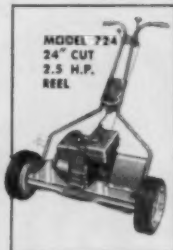
ALUMINUM ALLOY
AND STEEL DECKS



MODEL 2C-199
19" CUT 2.2 H.P.
STEEL DECK



MODEL 911-4E WITH
24" CUT 5.5 H.P. ELECTRIC
STARTER
AND BATTERY



MODEL 724
24" CUT
2.5 H.P.
REEL

CALL YOUR DISTRIBUTOR
OR WRITE TO...

**HEINEKE
&
COMPANY**
SPRINGFIELD, ILLINOIS

Whatever They Ask For ... **YOU'VE GOT IT** ... in the **COMPLETE** **Columbian Line**

Customers can't ask for what you *haven't* got—when you carry the complete line of Columbian rope. Columbian makes *everything* from a ball of household twine to ropes that haul in whales! Along with display merchandisers, attractive packages and extensive advertising!



Columbian Colpack Manila or Sisal Rope in 25 lb., 50 lb., 75 lb. and 100 lb. Cartons. The package that brought rope out of the back room and onto the selling floor. You can carry nine sizes ($\frac{3}{16}$ " to $\frac{3}{4}$ " diameters) with a minimum inventory. A hole in the top of the carton permits you to sell Columbian Pure Manila Rope in as many feet as the customer asks for — you can also sell by the carton. The Colpack keeps rope clean — is easy to store — and gives rope maximum visibility and sales-appeal.



Pick-Me-Up Merchandiser. The Pick-Me-Up adds self-service to rope merchandising. Displays 50 ft. and 100 ft. Columbian Manila coils packaged and ready to go. Rope in $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " diameters. Pick-Me-Up takes less than 4 sq. ft. of floor space.

Columbian Standard Coils of Manila or Sisal Rope. All sizes of rope in standard coils of 1200 ft. Half coils of 600 ft. The most economical package for the dealer who sells cut lengths in larger quantities.

Merchandiser #57 shows Columbian Colpack Rope in a variety of sizes. Rope feeds through guides to simple, accurate measuring device. The #57 is 54½" long, 44½" high, 23¼" deep, has 12½" sign on top.

Columbian Nylon Rope on wooden reels. These reels allow you to stock, show and sell Nylon rope in the same convenient packaging you have with Manila rope. Pure white, waterproof, rot-proof, and with extraordinary tensile strength, Nylon will appeal to the customer who is looking for a strictly premium rope.



COLUMBIAN Rope Company

Auburn, "The Cordage City", New York

The NEW Profitable Way to Sell and Stock

FAMOUS PHOENIX AND JUNIATA Horse and Mule Shoes

HANDY 10 PAIR
DISPLAY PACK



- Economical Size for Owners
- Permits Stocking Representative Patterns With Small Investment
- Easy to Handle on Counters and in Stock Room
- Over 300 Patterns and Sizes—also available in 50- and 100-lb. cartons

Here's the convenient way to realize extra profits, with minimum investment, from horse and mule shoes. With the new 10 Pair Pack, you need to stock only the most popular patterns and sizes for your area. Take advantage of the profit opportunities this market offers. Send coupon below for selection list and prices and free booklet "How to Care for the Feet of Your Horses and Mules."

PHOENIX MANUFACTURING COMPANY
JOLIET, ILLINOIS

Founded 1882



World's Largest
Manufacturer
of Horse, Mule
and Racing Shoes

Horseshoe Products Division S403
Phoenix Manufacturing Company • Joliet, Illinois

Send selection list for 10 Pair Pack and free booklet "How to Care for the Feet of Your Horses and Mules."

Huey & Philp Announces Low-Cost Sale Booklet

AS A SPECIAL service to its customers, Huey & Philp Co., hardware wholesalers in Dallas, Texas, announces a new concept of a low-cost dealer mailing piece in the form of a "Spring Specials" booklet.

The booklet features a colorful cover with ordinary newsprint pages used on the inside in an effort to hold down cost. The booklets are furnished to customers of the wholesale houses at a cost of \$11.95 a thousand. Along with the booklet, Huey & Philp furnishes a 136-piece display kit with window banners, streamers, preprinted price cards, and other point-of-sale display material. Dealer cost of the kit is \$4.95.

According to E. E. Maxwell, sales manager, the company used the facilities of its own catalog department to make up and print the booklet, thus holding down cost. The kit itself is silkscreened in the department on the banners, pennants, etc. Maxwell added that from all indications, well in excess of 150,000 booklets will be distributed on this promotion.

Merchandise was selected to appeal to all members of the family, with coupon items included. Special buys have enabled Huey & Philp to put the dealer in a position to pass along a savings of 22 percent to the consumer as compared to regular prices and the dealer has a savings of 12.9 percent on the cost of merchandise as compared to regular cost. In spite of all of this savings passed along to the dealers' consumers, the company states that the dealer yet realizes a profit of 43-1/3 percent markup on cost.

Because of the demand for the booklet, a similar fall sale is planned, according to the company.

At The Deming Co., Everyone's a Salesman!

WHEN representatives of The Deming Co. met recently for the annual sales meeting wearing badges which stated "I am a Deming Pump Salesman," they received a surprise greeting from fellow "salesmen." The "salesmen" were Deming shop and office workers wearing buttons which proclaimed, "I, too, am a Deming Pump Salesman."

ANOTHER
EXCLUSIVE



THE ONE AND ONLY LOCK-ON EXTENSION CORD

CAT. NO. 51



U L APPROVED

BIG in profit — BIG in demand. No other extension cord like it. The LOCK-ON connector automatically locks any standard cap, eliminates power interruptions. Coiled on colorful discs in 25', 50', 100' lengths for peg, counter or stacks. Display it, sell it, reap the FULL profit.

LOCK-ON RUBBER CONNECTOR

NO. 50

... and for extra sales and profits, show and sell the LOCK-ON connector, individually carded for fast sales. U L Approved.

Order from Your Wholesaler Today
See THE BIG SURPRISE, at Eagle Booths 305-307, National Electrical Industries Show, N. Y. Coliseum, March 6-7-8-9.

U L
APPROVED
U. S. PAT.
2,732,531
CANADA
PAT.
532,559

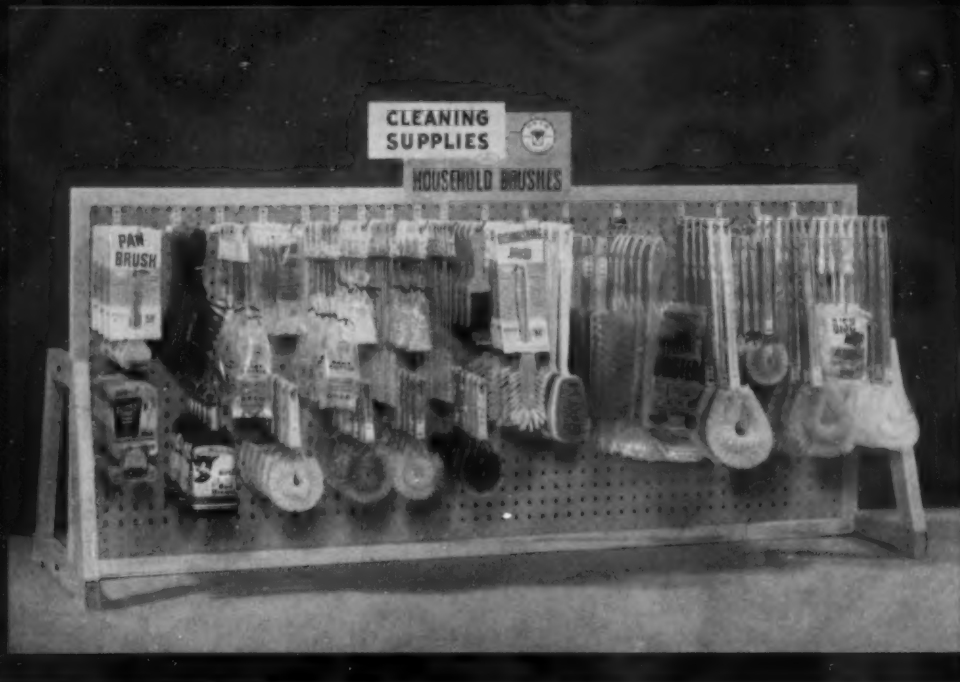


MOST COMPLETE LINE OF QUALITY ELECTRICAL WIRING DEVICES

SEE YOUR JOBBER FOR

OXCO

THE LINE
THAT
MOVES



WINDOW

Choose from
No. 7985
Clearpane
No. 7981
Glaze
Traymore
Manhattan
Glory



WHISK

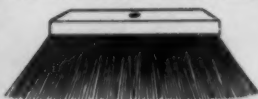


WHITE WASH

Choose from
Ute
Snowflake
Snowdrop
Nitric Acid



STREET & BARN BROOMS



Choose from
Civic
Highway

OXCO^{#25} MERCHANDISER

**Moves your Brush and Cleaning Supply
Sales into High Gear**

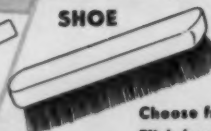
For increased sales, higher turnover, use the #25 Merchandiser as a focal point for your cleaning supplies. This handsome, self-service unit displays 25 fast selling Oxco brushes in neat, attractive style on a permanent-type display that is flexible enough for use on an island, gondola, wall or column. For extra sales on cleaners, waxes, etc., build your cleaning supply display around this handsome unit, designed to NRHA specifications. It's yours, complete with hanging hooks and top sign, when you order the #25 Merchandiser assortment of brushes! Total retail value...\$191.16.

STEEL WIRE



Choose from
Lark Finch
Flicker Veery
Petrol Scraper-Lark

SHOE



Choose from
Flick (suede)
No. 10105 Dauber
No. 10104 Polisher
Travel-Pak Kit

DAIRY



Choose from
Dial Alarm
Gang

Choose from
Economy Assortment
Panther
Mate Py.
Mate W. T.
Brant
Cornell W. T.
Gem Leader
Tiger W. T.
Twinkle
Gosse
Leopard
Lustre

HERE'S YOUR PROFIT PACKAGE

- Suggest
Re
E
\$
- 12—907-H Percolator Brush.....
 - 12—140-H Vegetable Brush.....
 - 12—Flick Suede Brush.....
 - 12—Topper Pastry Brush.....
 - 12—210-H Bottle Brush.....
 - 12—25-H Dish Mop.....
 - 12—1105 Dish Brush.....
 - 12—175-H Pastry Brush.....
 - 12—659-H Percolator Brush.....
 - 12—165-H Vegetable Brush.....
 - 12—652-H Bottle Brush.....
 - 12—320-H Bowl Brush.....
 - 12—1221-H Scouring Brush.....
 - 12—660 Speedy Clean®
Pan Brush.....
 - 12—Glow Utility Brush.....
 - 12—635-H Pastry Brush.....
 - 12—634-H Vegetable Brush.....
 - 12—R. J. Red Breast Whisk.....
 - 12—9463 Duster.....
 - 12—425-H Bowl Brush.....
 - 12—Fabricare Brass Wire Whisk.....
 - 12—Dustall Duster.....
 - 12—770 Speedy Clean®
Dishwasher.....
 - 12—Mermaid Bath Brush.....
 - 12—617-H Bowl Brush.....
 - 1—#25 Merchandiser w/Hooks
& Top Sign

... he stocks a wide assortment of Oxco Brushes, ready for fast delivery. He'll gladly advise you on the best merchandising units and brushes to serve your customers best. Keep in touch with him.

ESTABLISHED BY ACTING BY MONEY
Guaranteed by
Good Housekeeping
NOT AS ADVERTISED THEREIN

UR
AGE

Suggested
Retail
Each
\$.29
.29
.29
.29
.39
.39
.39
.39
.59
.59
.59
.59
.69
.69
.69
.79
.79
.89
.98
.98
1.49
1.49

OXCO #12

MERCHANDISER
Moves 12 Top Sellers in
smaller stores and brush
departments

Designed to yield high turnover for the smaller cleaning supply department. Features 12 of the most popular brushes in the Oxco line, handsomely displayed on a permanent-type fixture—full of color for “impulse” sales. “A” frame is removable for hanging on wall or column... ideal for island or gondola display. Complete with hanging hooks and top sign. It's yours... at no extra cost, when you order your #12 assortment of brushes! Total retail value... \$86.04.



HERE'S YOUR PROFIT PACKAGE

	Suggested Retail Each
12—907-H Porcelator Brush.....	\$.29
12—140-H Vegetable Brush.....	.29
12—Topper Pastry Brush.....	.29
12—210-H Bottle Brush.....	.39
12—25-H Dish Mop.....	.39
12—165-H Vegetable Brush.....	.39
12—320-H Bowl Brush.....	.59
12—660 Speedy Clean® Pan Brush.....	.59
12—R. J. Red Breast Whisk.....	.69
12—425-H Bowl Brush.....	.79
12—770 Speedy Clean® Dishwasher.....	.98
12—Marmold Bath Brush.....	1.49
1—#12 Merchandiser w/Hooks and Top Sign	



SCRUB



ROOF

Choose from
Turboy
3-K Nickelac



RADIATOR

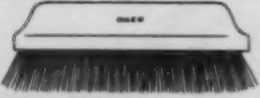
Choose from
Filint
No. 303-H
Home

PET

Choose from
Master Comb
Mink Brush Comb
Smoothie Brush



SMOOTHERS & DUSTERS

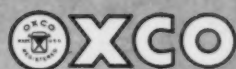


Choose from
Webush
Fusilier
Druid

OX FIBRE BRUSH COMPANY, INC.
FREDERICK *Established 1884* MARYLAND

6
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THE LINE
THAT
MOVES

FLOOR SWEEP #2 DISPLAY

Moves \$74.21 worth of sweeps
in just 2.3 sq. ft. of space

This sturdy, all metal display unit is yours FREE when you order this high profit, high volume sweep assortment. Stocks, displays and sells 20 sweeps in five styles to meet every household and commercial use. Displays sweep styles in front, stores complete assortment of handles and stock in rear . . . right at hand for quick and easy sales. Sweep sales go up, profits go up, when you use the Oxco Floor Sweep Display #2!

HERE'S YOUR PROFIT PACKAGE

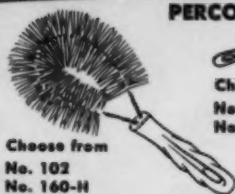
Priced to match NRHA Turnover Handbook recommendations	Suggested Retail Each
3-14" Maryland Household Sweeps.....	\$3.00
2-14" Ranch House Outdoor Brooms (hanging ring on handle).....	2.98
2-14" Regent Floor Sweeps (household use).....	2.89
2-16" Regent Floor Sweeps (household and commercial use).....	3.25
2-18" Regent Floor Sweeps (commercial use).....	3.65
2-14" Challenger Floor Sweeps (commercial use).....	3.85
2-18" Challenger Floor Sweeps (commercial use).....	4.85
2-24" Challenger Floor Sweeps (commercial use).....	6.35
3-18" Garage Palmyra Heavy Duty Sweeps (commercial use).....	3.19
1-All-metal, folding display rack with top sign. FREE	



MOPS

Choose from
No. 990 Speedy Clean
Sonicare

VEGETABLE



Choose from
No. 102
No. 160-H
No. 165-H
No. 634-H

PERCOLATOR



Choose from
No. 907-H
No. 659-H

SCOURING



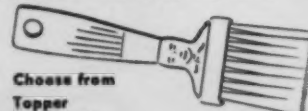
Choose from
Dot
No. 1221-H
Glow
No. 660 Speedy Clean

DISHWASHING



Choose from
25-H Map
No. 1105 Brush
No. 770 Speedy Clean

PASTRY



Choose from
Topper
No. 175-H
No. 635-H

KALSOMINE



Choose from
Star
Mason
Prairie
Gloss

BOTTLE



Choose from
No. 881
No. 210-H
No. 652-H



Choose from
Daisy
No. 946
Iris

5 PROFITABLE REASONS TO STOCK



OXCO

THE LINE
THAT
MOVES

QUALITY—in every brush . . . by the industry's recognized manufacturing leader. Your customers receive full value . . . always the best brush for the money. Oxco brushes have earned the Good Housekeeping Guaranty Seal.

WIDE VARIETY—Oxco's Hardware-Housewares line in Hardware Retailer's Catalog Service meets the sales needs of large or small retailers. (See this complete line, illustrated and listed, starting below.) Choose from this line when setting up your stock to match the NRHA Turnover Handbook.

PACKAGING—that attracts customers. Well designed carding, printed poly bags, informative branding, pre-price stickers make Oxco brushes "impulse" self-sellers.

MERCHANDISING—An Oxco No. 12 or No. 25 Merchandiser, developed in cooperation with your own NRHA, will serve as a focal point for a complete, high profit cleaning supply center in your store. Even high dollar floor sweeps can be merchandised and moved at a good profit from Oxco's compact, fully integrated Floor Sweep Displays.

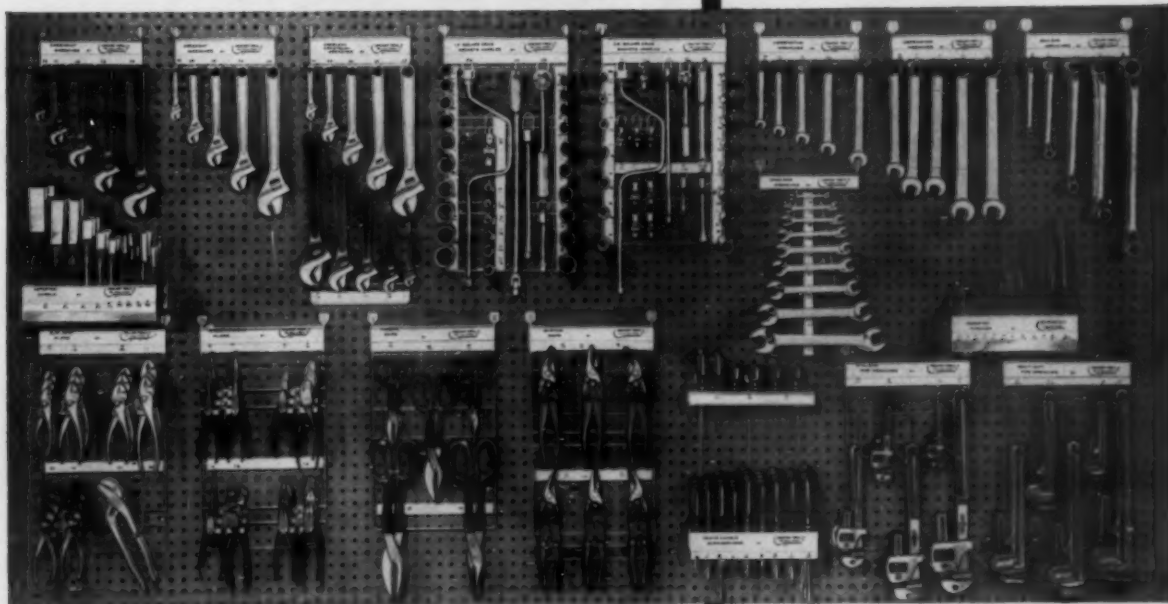
ADVERTISING—to over 4,465,500 Good Housekeeping housewives . . . and over 3,000,000 Home Economics teachers and students (future housewives) in What's New in Home Economics.

PRICED FOR PROFIT—Oxco brushes, including numerous pre-priced items, give you full mark-up, full profits on your brush sales.

<p>HAND</p> <p>Choose from Maryland Regent Favorite Challenger Choctaw-X Justrite-X Garage Palmyra Ranch House</p>	<p>FLOOR SWEEPS</p> <p>Choose from No. 9463 Merit Empire State Dustall</p>	<p>DUSTERS</p> <p>Choose from No. 10323 No. 320-H No. 425-H No. 617-H</p>	<p>CLOTH</p> <p>Efficient Fabricare</p>	<p>BATH</p> <p>Famous Mermaid</p>	<p>DECK</p> <p>Choose from Guard Arctic</p>	<p>BOWL</p> <p>Choose from No. 10323 No. 320-H No. 425-H No. 617-H</p>
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Choose from
No. 9464 Hand Assortment

SPEED TOOL TURNOVER WITH CRESCENT PEGBOARD* DISPLAYS



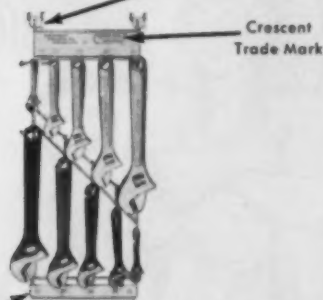
Designed for any standard Pegboard* panel having quarter-inch holes, these colorful, eye-catching displays are so compact as to make possible a complete Crescent Tool department in a 25 square foot area. Rigid construction with long tool hooks provides generous stock capacity in small space.

Each of the 18 units illustrated above comes in its own individual carton; fixture and tools complete. Each unit is priced at the cost of tools alone...no charge whatsoever for the mounting fixture. Only fast turnover tools are included, conforming closely to NRHA inventory recommendations. Your jobber can give you complete information. See him soon.

*Pegboard is a registered trademark of the Masonite Corp.



Patented Double Prong Fasteners support heavy weight without damage to Pegboard.*



Retail prices printed on strips. We supply new ones for price changes.

Crescent is our trade-mark, registered in the United States and abroad, for wrenches and other tools. Sold by leading distributors and retailers everywhere and made only by **CRESCENT TOOL COMPANY, JAMESTOWN, NEW YORK**

SOUTHERN HARDWARE for March, 1960

For more information use Handy Return Card, Page 53

91

Are you and your customers getting the benefit of these **RED JACKET** Jet Pump Features?

Designed for the dealer who wants to sell the best—and back it up with service to match
Look at one of the pumps you now sell. If it does not have all these features, you are faced with costly service calls and your customers will not get satisfactory pump performance.

And there are other benefits, too—easily replaced seals, packaged 30 and 42-gallon systems install vertically or horizontally, and a wide range of pump sizes from $\frac{1}{3}$ to $1\frac{1}{2}$ HP for installation need. How many of these advantages do you get in your present line?

Finally—compare your cost of these high quality pumps with the line you now sell. You will find you are already paying for these features—are you getting them in your present pump line?

When you have compared features . . . performance . . . price—we think you will agree that Red Jacket has a line of jet pumps you can sell and service with confidence and at a better profit. Write for complete details TODAY!

Easily replaced NEMA standard heavy-duty motors.

Brass coupling between pump and motor has two stainless steel set screws for easy service and positive connection.

Special Ceramic seat in Rotary Seal will withstand aggressive water conditions.

Dual-Adapter Flange saves expensive unions and other pipe fittings to save up to \$10.00 on installation costs.

Dynamically balanced brass impellers assure quiet operation and full rated capacity.

Four-Voluted Diffuser assures highest efficiency; resists heat, abrasion.

High efficiency Injector can be installed on pump for shallow well pumping or deep in the well for deep well operation. Single tube injectors for small diameter wells available.

**RED JACKET
MANUFACTURING CO.**

Davenport, Iowa



WJ-90

You, too, can make a BIGGER BUCK in 1960!

Sell GARDNER'S
"Prepared-for-Profit"
Line of ROOFING, FLOORING
and
WATERPROOFING COMPOUNDS

MORE Distributors sell MORE Dealers
MORE GARDNER PRODUCTS than any
other ROOFING COMPOUND LINE IN
THE ENTIRE SOUTH!... "Dealers MAKE
MORE!..." explains it best!

Write for our FREE BOOKLET
"ALUMINUM ROOF COATING—
How you can BRIGHTEN your
sales . . . Reflecting BIGGER
PROFITS for you."

MANUFACTURED BY
Gardner ASPHALT PRODUCTS CO.
512 RUBY ST., TAMPA, FLORIDA

Since 1896

AMERICAN

the steel wool they order from border to border!

✓ Self-Selling Packages
✓ High Quality — High Profit
✓ Complete Line — All Grades

AMERICAN STEEL WOOL
FLEX-FOLD
Utility Pads

2-IN-1-PACK!
FLEX-FOLD PADS

16 pads. You can split package — make more sales.

1 POUND TUBES • SPOOL WOOL
FLOOR PADS • HANDI-KITS
SCOUR PADS • SOAP-FILLED PADS
Not sold direct. Order through your Wholesaler.

AMERICAN STEEL WOOL MFG. CO., INC.
42-24 Orchard Street, Long Island City 1, N. Y.



BUY THE CONTENTS... THE TACKLE BOX IS FREE

An IDEAL DEAL This Ideal tackle box filled with an assortment of Ideal sinkers and 5-Way floats is pre-priced, ready to be displayed anywhere in your store. It is made of Hi-Impact Copolymer Polystyrene; chrome plated steel links, rivets and pins make it highly rust-proof. Two Cantilever trays swing out for added convenience. This attractive piece of practical fishing equipment has the added virtue of being floatable when the lid is closed. Colors are Ideal blue with red handle. The box is 12" long, 5 1/4" high, 5 1/4" deep. It has a retail value of \$3.00. Comes packed in individual reshippable box. Net weight per deal 8 lbs.

CONTENTS:		Pinch-on Sinkers	Bass Casting Sinkers
5-Way Floats		3/4" Gross 0	1/2" Gross 10
12 only 3/4" Floats		5/12" Gross 1	1/3" Gross 9
15 only 1" Floats		1/2" Gross 2	1/3" Gross 8
10 only 1 1/4" Floats		1/4" Gross 3	1/6" Gross 7
6 only 1 1/2" Floats		1/6" Gross 4	1/8" Gross 6
		1/12" Gross 5	1/12" Gross 5
43 only Floats		312 only Pinch-on Sinkers	222 only Bass Casting Sinkers and Plastic Tackle Box

You'll be amazed at the low price on this special Ideal TB Deal. Be sure to write for details.

IDEAL FISHING FLOAT COMPANY, INC. • 2001 East Franklin Street, Richmond 3, Virginia • Warehouses: 301 North Market Street, Dallas 2, Texas; 605 Third Street, San Francisco, California • World's Largest Manufacturer of Fishing Floats, Furnished Lines and Sinkers

DEALER SALES AIDS

**For more information on these sales
aids use the free post card on page 53**

Electric Tool Display

A floor display which may be used in numerous combinations to set up an electric tool department is introduced by Stanley Electric Tools, Dept. PD, 480 Myrtle St., New Britain, Conn. The design allows the units to be used "twin bed" style, side by side against a wall, or as a divider, or



placed at right angles around a post or a corner. Back to back, two displays become a single island or they may be used with most existing fixtures.

The unit is 2' square, stands 56" high, has three deep shelves that tilt backward, and open ends for full visibility. It has a black finish and a yellow and black header. The white peg board panel is finished on both sides. Hooks come with the display as well as metal "snap-in" price slots that run the full length of the shelves.

No. 86 includes one complete floor display unit, dealer cost \$15 net with an order for \$300 net value. For the

"twins": two No. 86 displays, dealer cost \$30 net for the two with an order for \$600 net value. Floor display complete is \$30 net, dealer cost, when ordered separately. All displays are shipped prepaid. For more information—

Write in No. X1 on card, Pg. 53

Carded Hose Accessories

W. D. Allen Manufacturing Co., 650 South 25th Ave., Bellwood, Ill., announces a metal counter display rack for the new Allenco "Card-Pack" line, given free to dealers who buy a basic selection of a dozen popular garden hose accessories.

Up to 85 hose nozzles, sprays, couplings, menders, and fittings are displayed on a counter area slightly exceeding one square foot. Each of the items comes in a "see-through" plastic bubble mounted on a card containing "how to use" information. The metal display rack is designed for permanent use.

The company offers four additional displays which are free with mer-



chandise assortments and include free bonus items. For more information—

Write in No. X2 on card, Pg. 53

7 PAK Reel Display

The Dylite 7 PAK merchandising display package is offered by Langley Corp., 310 Euclid Ave., San Diego 12, Calif. Each reel nests in a white panel of expanded polystyrene plastic inset in a black outer container of the same material. Plastic reel bag, tool, and guarantee literature are stored below.



Case may be tipped up or laid flat. One of the two halves which form the cover is cut to fit a slot in the bottom and provide a leg for easel support.

The standard 7 PAK contains four Langley spinreels (SpinFlo 822 GC, Spin Deluxe 830A, Model 777, and Spinlite Deluxe 852B); two baitcasting reels (Reelcast 500A and Streamlite 310); and spincast Cast-Flo 999A. An alternate package is possible by substituting for the 852B and 310 any two other Langley reels (Spinlite Special 850B, Lurecast 330, Whitecap 410A or the Cast-Flo 900).

FOR *Safety First* ON SEA OR LAND-RELY ON THE RED HEAD BRAND



"MUST" EQUIPMENT FOR ANY BOAT OWNER

POPULAR FAVORITES—KAPOK LIFE VESTS

Designed to float wearer face up with maximum safety. Sell these popular life vests in complete confidence.

• HEAVY CHEST PADDING • LIGHTWEIGHT
• FREEDOM OF MOVEMENT • EASY SIDE
ADJUSTMENT • RUSTPROOF HARNESS SNAP.
U. S. C. G. Approval No. 160.047 /10-11-12 /0.
In solid orange, red plaid or blue plaid.
Specify color.

Order	Size	Wt. Range	Packed	Sh. Wt.
AK	Adult	Over 90 lbs.	12/carton	24 lbs.
CKM	Medium	50-90 lbs.	12/carton	18 lbs.
CKS	Small	Under 50 lbs.	12/carton	12 lbs.



"SWIM-N-SKI" WATER SAFETY BELT

Deluxe, pro model for skiers or beginning swimmers. Lightweight and comfortable. Two-piece construction gives exclusive balanced buoyancy that floats wearer upright at all times. Kapok sealed in vinyl inserts. Double slip-proof body straps, instantly adjustable. Solid orange, red plaid or blue plaid in sizes S (up to 80 lbs.), M (80 to 240 lbs.), L (140 to 220 lbs.). Specify color and size.

Order	Size	Material	Packed	Sh. Wt.
SS	S-M-L	Kapok	12/carton	approx. 15 lbs.

RED HEAD U. S. COAST GUARD APPROVED LIFE SAVING EQUIPMENT

*priced for profit!
packaged for selling!*

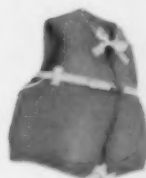


THE ULTIMATE IN LIFESAVING EQUIPMENT—UNICELLULAR PLASTIC BUOYANT VESTS

Positively slip-proof and puncture-proof. Filled with uniecellular foam and covered with orange jeans cloth. These vests will not water-log and will float wearer face up—always! Adjustable front closure with harness snap and D ring. U. S. Coast Guard Approval No. 160.052 /10-11-12 /0. Brilliant orange color.

Order	Size	Wt. Range	Packed	Sh. Wt.
AP	Adult	Over 90 lbs.	6/carton	15 lbs.
CPM	Medium	50-90 lbs.	6/carton	10 lbs.
CPS	Small	Under 50 lbs.	6/carton	7 lbs.

U. S. C. G. APPROVED COMMERCIAL JACKETS



Heavy duty Kapok filled life vest, with vinyl inserts. Ruggedly built to rigid U. S. Coast Guard specifications and approved for all boats carrying commercial passengers. Mildew treated covering, water repellent. Bright India orange color.

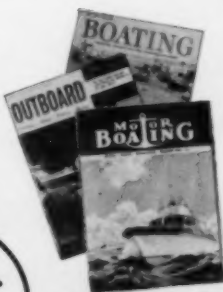
Order	Size	Wt. Range	Packed	Sh. Wt.
CAV	Large	100 lbs.	6/carton	20 lbs.
CCV	Small	Under 100 lbs.	6/carton	18 lbs.

**IT'S EASIER
TO SELL WITH RED HEAD
... THAN AGAINST IT!
ASK YOUR JOBBER!**

Only Red Head gives you consumer preference built up through consistent national advertising. Best of all, all Red Head lifesaving equipment is packaged in colorful polyethylene packaging for eye-catching point of sale display!



**FULL VIEW
FULL TIME
POINT OF SALES
MAKER**



PRICE LEADERS FOR SPECIAL SALES AND PROMOTION



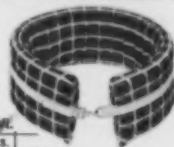
U. S. C. G. APPROVED PROMOTIONAL VEST
Low priced—top quality, Kapok filled. U. S. C. G. Approval No. 160.047 /10-11-12 /0. Brilliant yellow or orange. Specify color and size.

Order	Size	Wt. Range	Packed	Sh. Wt.
PYA	Adult	Over 90 lbs.	12/carton	23 lbs.
PYM	Medium	50-90 lbs.	12/carton	17 lbs.
PYS	Small	Under 50 lbs.	12/carton	12 lbs.

WATER SKI BELTS

Two top value ski belts. Attractive marine prints. S (up to 80 lbs.), M (80 to 140 lbs.), L (140 to 220 lbs.) Specify size.

Order	Size	Material	Packed	Sh. Wt.
FSB	S-M-L	Foam	12/carton	14 lbs.
PSB	S-M-L	Kapok	12/carton	16 lbs.



RED HEAD BRAND COMPANY

4311 West Belmont Avenue, Chicago 41, Illinois

GET YOUR SHARE OF PROFITABLE BOATING ACCESSORY BUSINESS



ALL IN COLORFUL "SELF-SELLING" PACKAGING

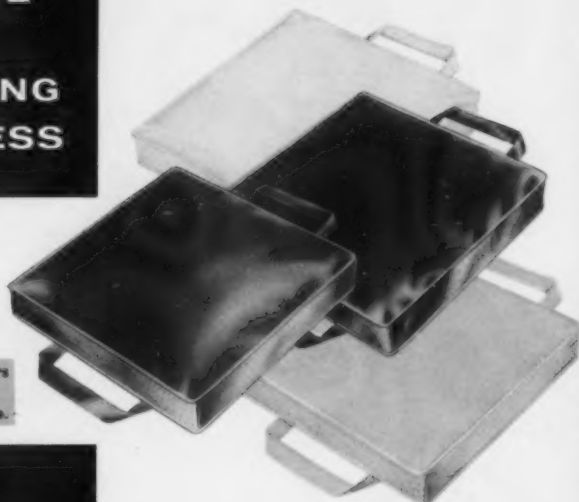
You can build attractive customer compelling displays with colorful Red Head boat cushions all packed in eye-catching Polyethylene packaging.

NO. NPC PROMOTION BOAT CUSHION

Deluxe vinyl cushion in attractive satin finish. Satin taffeta plastic looks and feels like leather, is stain and scuff resistant, Kapok filled, strong loop handles, "breather" vinyl gussets. Size 15" x 15" x 2". U. S. Coast Guard Approval No. 160.048 /26 /0.

COLORS: Red, Blue, Yellow. **PACKED:** 12/carton (assorted colors only). **SHIPPING WT.:** 25 lbs.

NO. WC—Deluxe vinyl model same as above—**COLOR:** all White.



NO. BDC

BOAT DOCK SPECIAL

Rugged, serviceable cushion of heavy army duck, hand-stuffed with selected Kapok in four vinyl inserts to prevent water logging and bunching. Olive drab color popular with sportsmen. U. S. C. G. Approval No. 160.048 /26 /0.

SIZE: 13 1/4" x 17" x 2". **PACKED:** 12/carton. **SHIPPING WT.:** 24 lbs.



**NO. PVC
"SEA SAGA"
CUSHION**

This cushion promises to be one of the real "hot" sellers of the coming year. Details important seafaring information embossed on attractive all white vinyl cushion. Kapok filled, strong loop handles, "breather" vinyl gussets. U. S. Coast Guard Approval No. 160.048 /26 /0.

SIZE: 15" x 15" x 2". **PACKED:** 12/carton. **SHIPPING WT.:** 25 lbs.

NO. MC17 CUSTOM CUSHION

Exclusive Boltaflex vinyl plastic with matching "breather" gussets and metallic gold welting. Extra strong loop handles. Kapok filled. Size 13 1/4" x 17" x 2". U. S. C. G. Approval No. 160.048 /26 /0.

COLOR: Red, or Blue. **PACKED:** 12/carton. **SHIPPING WT.:** 26 lbs.



**NO. DEC
DELUXE
EMBOSSED
CUSHION**

Deluxe styling no true sportsman will be able to resist. Beautiful all white cushion with full color embossed mallard duck design. Custom crafted quality construction throughout. Kapok filled. U. S. Coast Guard Approval No. 160.048 /26 /0.

SIZE: 15" x 15" x 2". **PACKED:** 12/carton. **SHIPPING WT.:** 25 lbs.

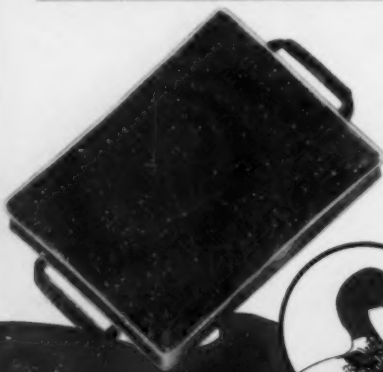


NO. SC

SECTIONAL BOAT CUSHION

For solid fishing comfort! Heavy army duck in soil resistant forest green color. Heavy duty loop handles, rugged stitching. Stuffed with selected Kapok in four vinyl inserts to prevent later logging and bunching. U. S. C. G. Approv. No. 160.048 /27 /0.

SIZE: 16" x 14 1/2" x 2". **PACKED:** 12/carton. **SHIPPING WT.:** 28 lbs.



RED HEAD BRAND COMPANY

4311 W. Belmont Avenue, Chicago 41, Illinois

HUNTING AND FISHING CLOTHING AND ACCESSORIES—MARINE LIFE SAVING EQUIPMENT

If you're in business to make money —make the switch to **LAWN-BOY**

The new LAWN-BOY line is here—and the raves are rolling in! New models. New features. New lower prices across the board! No reason now to count on unbacked, cut-price brands. And no more starvation diet for profit margins! With LAWN-BOY, you sell the best and put a good share of the price in your own pocket! Protected franchise territory, too. LAWN-BOY dealers never sell against themselves! Think it over. Isn't it high time you got the sell-out habit? Go with the hottest franchise in the power-mower market! Go LAWN-BOY in 1960!



1. Product

Meet the all-new Grass Catcher. It rakes and sweeps as it mows! Proof that in 1960, as always, LAWN-BOY leads the way in power-mower engineering. The entire product—engine, housing, blade—every part is made by LAWN-BOY for LAWN-BOY only, a division of the world-famous Outboard Marine Corporation.

This is a quality line you'll be proud to sell, to back with your own reputation. Service? Over 3,500 Authorized Service Dealers, all over the U.S.A., stand ready to provide parts and service for each mower sold in your store—this year, last year, next year!

2. Profit

LAWN-BOY is the top profit line in the industry! Lower prices across the board give you a real edge in competition—with a fair dollar profit, besides! No off-season dolldrums for LAWN-BOY dealers. Impressive line-up of power mowers, tillers, edger-trimmers and snow removers pull prospects and profits all year long! Easier to sell, too. And you can make as much on one LAWN-BOY sale as from three friend-losing, cut-price models.

Your distributor's LAWN-BOY franchise protects you. No over-distribution—and clean, profit-making retail selling!

3. Promotion

Year after year, LAWN-BOY national advertising assures you of all-important brand recognition and acceptance. And in 1960, LAWN-BOY launches its biggest promotional push yet, based on the sensational new six-step test for power-mower buyers, to help you sell!

You'll find the kind of complete dealer aid program you've always wanted. Kits, bulletins, point-of-sale materials, even trained LAWN-BOY sales personnel to solve special problems. All this *plus* a comprehensive and liberal co-op advertising plan available through your LAWN-BOY distributor!

Now sell LAWN-BOY all year round! Complete line features mowers, tillers, edger-trimmers, snow removers, on a franchise basis at new competitive prices!

MAIL COUPON TODAY FOR THE STORY ON LAWN-BOY 1960...
NEW MODELS • NEW SELLING HELPS • NEW PROFITS

LAWN-BOY

Lamar, Missouri. Division of Outboard Marine Corporation. Makers of
Johnson, Evinrude, and Gale Outboard Motors.
In Canada: LAWN-BOY, Peterborough, Ontario



LAWN-BOY, Dept. 5H30, Lamar, Missouri
Division of Outboard Marine Corporation

Please rush full details on the new 1960 LAWN-BOY line,
and tell me how I can become a LAWN-BOY dealer.

Name _____

Address _____

City & Zone _____ State _____



Five feet out — yet the blade hasn't buckled. This is the kind of quality feature that makes customers reach for Lufkin's Mezurall tape rule.

Here are added features—all backed by powerful national advertising and promotions: easy-to-read black markings; heavy-duty, self-adjusting end hook; rugged metal case . . . quality where it counts with craftsmen. So stock up — you'll need it with the Mezurall. It's the tape rule more customers reach for.



The 7 PAK case is included free with the purchase of a complete set of seven reels. For more information—

Write in No. X3 on card, Pg. 53

Cordage Rack

The Hooven & Allison Co., of Xenia, Ohio, announces the development of a new display unit for its rope products. Called the "Senior Servi-Rak," the merchandiser occupies a floor area of only 18" x 23". It holds three spools in selected sizes



from 3/16" to 1/2" and dispenses up to 440 continuous feet of 1/2" rope, or 2200 continuous feet of 3/16" rope. Rope spools for the Senior Servi-Rak are available in manila, sisal, nylon, or polyethylene.

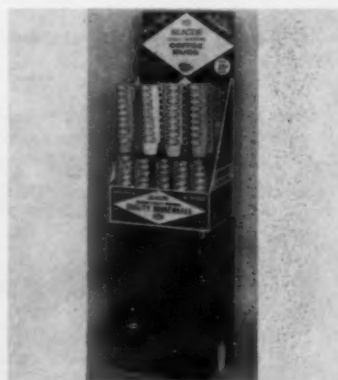
The new rack is furnished free with the purchase of three spools of rope. For more information—

Write in No. X4 on card, Pg. 53

Housewares Deals

The Beacon Plastics Corp., of Newton 61, Mass., has four newly-designed display-shippers available free. The 2-color displays contain Beacon Hi-Density items and come pre-loaded, ready to use.

The D-L13 Coffee Mug Deal,

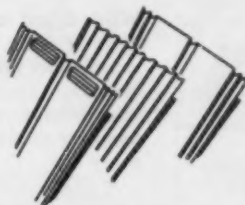


Quality Steel Products

for Farm and Home

Made in the good old U.S.A.

GALVANIZED STEEL ROOFING AND SIDING



Easy to install, zinc-coated
4 styles: 5-V-Crimp,
Corrugated, Roll Roofing
and Stormproof
(Non-siphoning)

NAILS, BRADS AND STAPLES



Bright, blued, galvanized,
cement-coated
All popular styles
and sizes
In handy 50-lb and
100-lb cartons

BOLTS AND NUTS



All standard sizes
and styles
Packed in handy,
easy-to-identify cartons

WOVEN WIRE FENCE



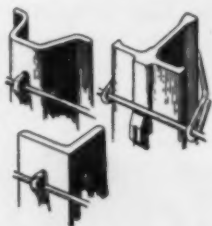
Long-lasting sturdy design
Rust-resisting, zinc-coated
Meets every fencing need: for
poultry, cattle, orchards, home

BARBED WIRE



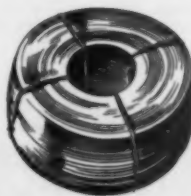
Top-quality galvanized
Evenly twisted strands, well-wrapped barbs
80-rod reels in all
popular 2-pt and
4-pt styles

STEEL FENCE POSTS



Strong and easy to drive
New-billet steel, painted green
Three styles, as shown

AUTOMATIC BALER WIRE











Meets ASAE specifications
Uniform gage, annealed
Fits all modern balers
Packed in handy cartons

For information on prices and delivery, see your
distributor or the nearest Bethlehem sales office.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.
Export Distributor: Bethlehem Steel Export Corporation

BETHLEHEM STEEL



MODEL NO. W90	
MODEL NO. W85	
MODEL NO. W21	
MODEL NO. W814	
MODEL NO. V260	
MODEL NO. V36	
MODEL NO. V010	
MODEL NO. V700	

STOCK THE COMPLETE FORSBERG LINE
OF SWEDISH QUALITY HAND TOOLS

TWO FAMOUS BRANDS



Whale brand tools are the top quality tools of the Forsberg line which include hack saw frames and blades, band saw blades, hand drills and screw drivers. All handsomely packaged for display. Highest profit on every item.



Viking brand tools are lower priced Forsberg tools which nevertheless are dependably made for long service life. Line includes hack saw frames, keyhole saws, coping saws, screw drivers and hand drills.

Send for new catalog today

Forsberg

over 45 years of manufacturing experience
THE FORSBERG MFG. CO., BPT., CONN.

REPRESENTATIVES:

John C. Swygert & Assoc., Inc. 3634 N. W. 47th Street, Miami 42, Florida.
H. A. Verner Associates, 1601 Cranway Dr., Houston 24, Texas

shown, contains two gross L13 Coffee Mugs. The mugs come in white, tan, pink, and blue, and retail for 25¢ each; retail value of the Coffee Mugs in the display is \$72. The display measures 64" high x 13 1/4" deep x 19" wide. Shipping weight is 40 lbs.

Other deals include the D-108 Storage Jar Deal, the D-L22, 23 Freezer Container Deal, and the D-L130 Beverage Bottle Deal. For more information—

Write in No. X5 on card, Pg. 53

Galvanized Ware Display

As many as 20 different galvanized ware items can be displayed and easily moved on a mobile merchandising unit which was introduced for



retailer use recently by the Container Division of Jones & Laughlin Steel Corp., 3 Gateway Center, Pittsburgh 30, Pa.

The unit is available for \$15 with a \$100 order of galvanized ware, or for \$10 with a \$200 order. It is 60 inches long, 71 inches high, and 18 inches deep. For more information—

Write in No. X6 on card, Pg. 53

Vinyl Tile Display

A sales building aid for Vinyl Asbestos Tile is made available by Congoleum-Nairn, Inc., 195 Belgrove Dr.,



RELIABLE

JUSTRITE

FAVORITES

**THROUGHOUT
THE SOUTH!**

**POPULAR PRICED,
BIG VOLUME SELLERS
THAT RING UP SALES!**

*ask your local
distributor or write
for catalog*

JUSTRITE CARBIDE LAMPS

Famous for generations for reliability, these carbide lamps give bright, white outdoor light at low cost. Safe, easy to operate. The new cap models burn 4 hours. Hand models burn 8 hours, have automatic water feed. Both styles have highly-polished reflectors, 4-inch or 7-inch size.



No. 2-840 Cap Lamp
4-inch Reflector
Suggested Retail \$3.70

JUSTRITE ELECTRIC HEADLAMPS

Active men like this easy to use, rugged, all-weather lamp that leaves hands free. Has powerful focusing beam, wide adjustable head strap, 4-foot cord, switch on headpiece. Used with regular 6-volt battery.

No. 1904-2 Headlamp with Bulb
Suggested Retail \$2.95



JUSTRITE MFG. CO. Chicago 14, Ill.

Four reasons why
Ames Maid

is the fastest growing
kitchen and
juvenile
furniture in
America!



The
"BIG
SWITCH" is to Ames.

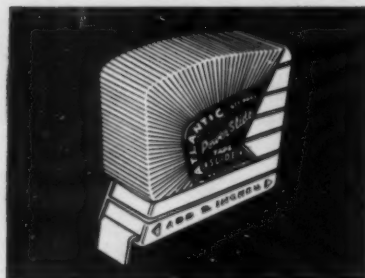


finer products thru higher standards

CASUAL FURNITURE
METAL HOUSEWARES
GARDEN TOOLS
SHOVELS

O. AMES CO. PARKERSBURG, WEST VIRGINIA

new from ATLANTIC



Deluxe POWER SLIDE

Measuring Tape with
"Slide Control" action*



*Hold finger tip
on slide for full
retraction.



*Release finger
tip to stop retrac-
tion at any point.

The only "Slide Control" tape on the market!
Red and black ft. and in. markings, white
faced; inside and outside measuring clip;
available in 6', 8', 10', 12' lengths, 1/2" blade.

Deluxe LEATHERETTE CASE Precision Measuring Tapes



50 and 100 ft. lengths, 3/8" blade, red &
black ft. and in. markings, engineer's hook.

all-purpose scraping and cut-
ting tool for every home

SAFETY HAND SCRAPER



Single, extra long cutting edge. With 3 blades.

Order the complete Atlantic line of
Deluxe, Standard and Thin Tapes (more
than 20 models and sizes) from your
Local Hardware Distributor, or write for
new low price lists to:

ATLANTIC
INDUSTRIAL CORPORATION

91-97 W. Runyon St. • Newark 8, N. J. • Bigelow 3-5000
Atlantic products also available in Canada

Kearny, N. J. The company states
that the display features "Sparkle-
wood" with its extra selling magic
of gold and silver metallics, plus
Congoleum - Nairn's best selling
"Brushwood."

The merchandiser combines black
and white lettering on a gold back-
ground with quick reference sales
points, product specifications and a
full set of permanently mounted 3"
samples. Of all-metal construction, it
stands 25" high and 22" wide and
can be hung or used free standing on
floors and countertops.

The same type racks are available
for the company's "Gala" and Feath-
erveining Marbelized Vinylbest Tile.
For more information—

Write in No. X7 on card, Pg. 53

Padlock Card

A colorful card featuring a new
miniature rustless padlock is intro-
duced by Slaymaker Lock Co., Lan-
caster, Pa.



Twelve blue and yellow cards, each
holding one of the 3/4"-wide locks,
are mounted on a red pull-off card.

The 9" x 12" card features a price
ball, butterfly hole for hanging, and
an easel for counter display. For
more information—

Write in No. X8 on card, Pg. 53

"Colorope" Rack

A new rope product called "Col-
orope" is introduced by New Bed-
ford Cordage Co., New Bedford,
Mass. It is produced of lightweight
polyethylene in a number of colors
and color combinations.

A colorful, compact counter display
rack is offered free with each origi-
nal order of ten 50' and ten 100'
coils. Refills may be ordered packed
five coils per carton to replace those
which are sold.



"Colorope" has been developed for
the marine, sporting goods, and home
decorator trade. It is available also
in standard 600' and 1200' coils. For
more information—

Write in No. X9 on card, Pg. 53

Utensil Selling Centers

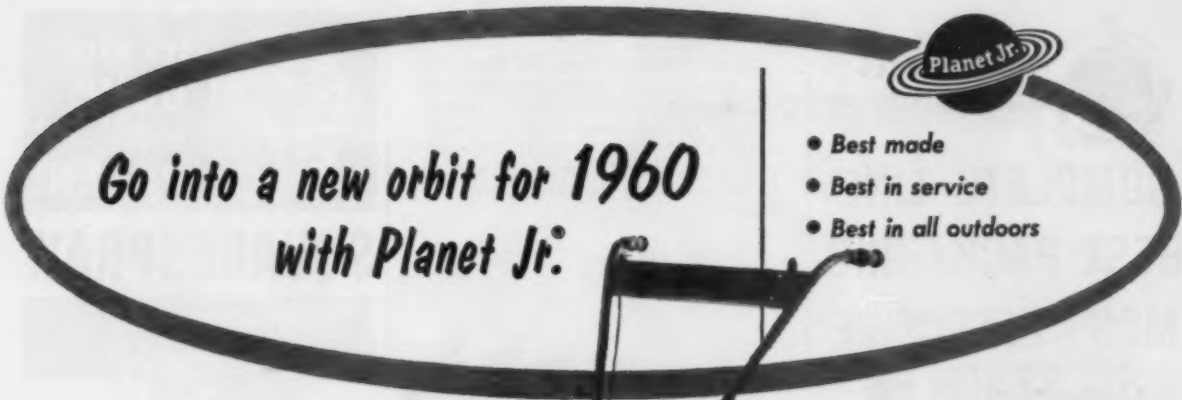
"Selling Centers" specifically de-
signed to serve as a permanent dis-
play fixture for both Revere Ware
and Patriot Ware are announced by
Revere Copper and Brass, Inc., 230
Park Ave., New York 17, N. Y. The
two units may be used separately,
side-by-side, or back-to-back, depend-



ing on individual store requirements.
Practically every utensil in these
lines may be displayed on the cen-
ters.

The company also offers dealers a
merchandising kit comprised of com-
plete plans and selling aids for stag-
ing a Housewares Fair. Also offered
are newspaper ad ideas, window and
in-store display suggestions, traffic
pulling devices, radio and TV ideas,
sales training and special promotion-
al suggestions. For more informa-
tion—

Write in No. X10 on card, Pg. 53



**Go into a new orbit for 1960
with Planet Jr.®**

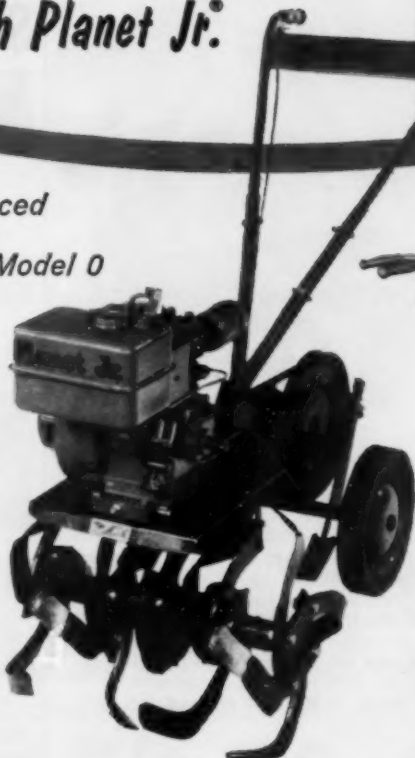
- Best made
- Best in service
- Best in all outdoors

**Now! New advanced
Planettiller® Model 0
converts to
PLANETRACTOR**

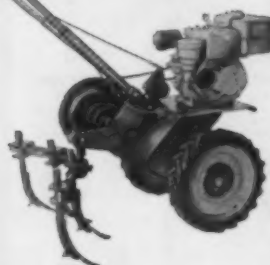
Supplies the one indispensable unit for every lawn and garden enthusiast. 3 hp, plus 60:1 reduction gear, delivers power and stamina to spare for every job.

New! AEREATOR attachment punches down to root zone, permits air, water, fertilizer to penetrate.

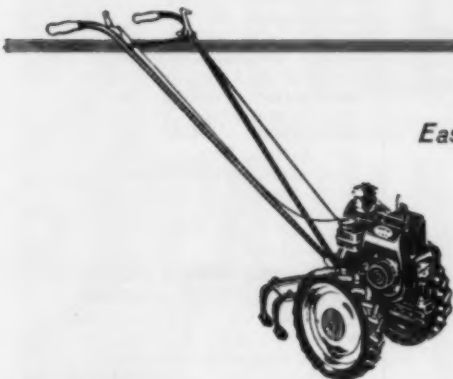
New! Picktypetines for loosening hard-packed soils and digging trenches.



**New! Planettiller
converted to
PLANETRACTOR**



By removing tine assemblies, substituting wheel assembly, you now have an easy-handling Planetractor. With Planetractor cultivator frame or Planetractor tool bar, you can use the complete line of Planet Jr. accessories to furrow, hill and cultivate.



Easiest selling little tractor on the market...

Planet Jr. Super Tuffy®

A super-performer around garden, nursery and lawn. Tills, cultivates, grades, snow-plows—and does a dozen other jobs besides mowing. The mobile power plant for every suburban lot and small farm.



Finest in the field
for 85 years

**And these all-season
Super Tuffy
Attachments!**
(Besides many more!)



Cultivator



Rotary Mower



Rotary Tiller

S. L. ALLEN & CO., INC.

3421 N. 5th St., Philadelphia 40, Pa.

RUSH THIS COUPON TO US—it means brisk business for you. I want details on how I can make big money with:

☐ Planettiller Model 0
Planetractor

☐ Super-Tuffy

Name.....

Address.....

City.....Zone.....State.....



COMPLETE LINE BEST PACKAGING MOST EFFECTIVE SALES HELPS

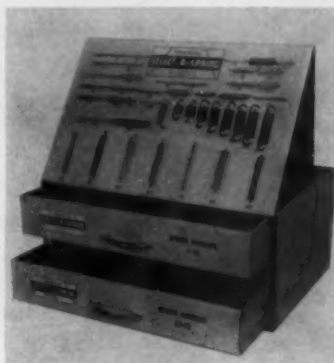


National advertising... modern unit packaging... and sales-clinching merchandising displays speed your sales of Turnbuckles, bright-wire goods and self-locking perforated board fixtures. One-source line... combination shipments from centrally located warehouses... faster service... lower overall costs. Call your jobber or write today for new catalog.



Assorted Springs

Select-A-Spring Corp., 61 East 11th St., New York 3, N. Y., is introducing its Starter Select-A-Spring assortment. The unit consists of a display easel, along with a two-drawer cabinet containing 375 assorted springs in 46 separately numbered compartments.



Display easel pictures and numbers each spring to correspond with the compartments.

Dealer pays only for the springs in the drawers; cabinet and display are free. Springs are open stock and can be ordered from the manufacturer's specification sheet.

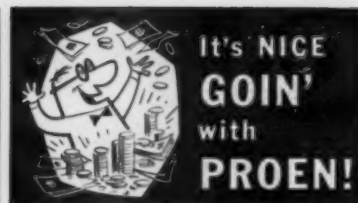
Dealer cost for the 375 assorted springs is \$26.75; dealer return is \$87.55. For more information—

Write in No. X11 on card, Pg. 53

Sign Merchandiser

For self-service on Sign sales, Hy-Ko Products Co., Cleveland 3, Ohio, offers a merry-go-round counter display rack.

The 20 wire compartments hold up



SQUARESPRAY®

"THE ORIGINAL"



THE MODERN SPRINKLER
THAT REALLY WATERS IN A
SQUARE

Smartest wrinkle in a sprinkler in years. The SQUARESPRAY sprinkler reaches out to cover areas from 2 x 2 to 35 x 35 feet in exact square watering patterns. It gets the corners. Designed for tandem hookup. A natural "take me off the shelf" item, thanks to Proen national advertising and years of "in-use" satisfaction.

OTHER PROEN PRODUCTS INCLUDE:

WATERFEEDER—fertilizer applicator. Models range from \$1.99 to \$11.95 each... **WATERFEED**—cartridge type fertilizers. \$1.00 per box of 20 **WATERFEED** cartridges — also available in **ECONOMY BULK PACK**... **WATERSPIKE** — 2-way sprinkler — Sub-Surface Irrigator — list price \$4.90 each... **PLANT-CHEM**, the perfect potted plant food to use with or without soil. Two formulae for regular or acid loving plants. 50¢ and \$1 sizes.

FOR MULTIPLE PROFITS FEATURE THE PROEN

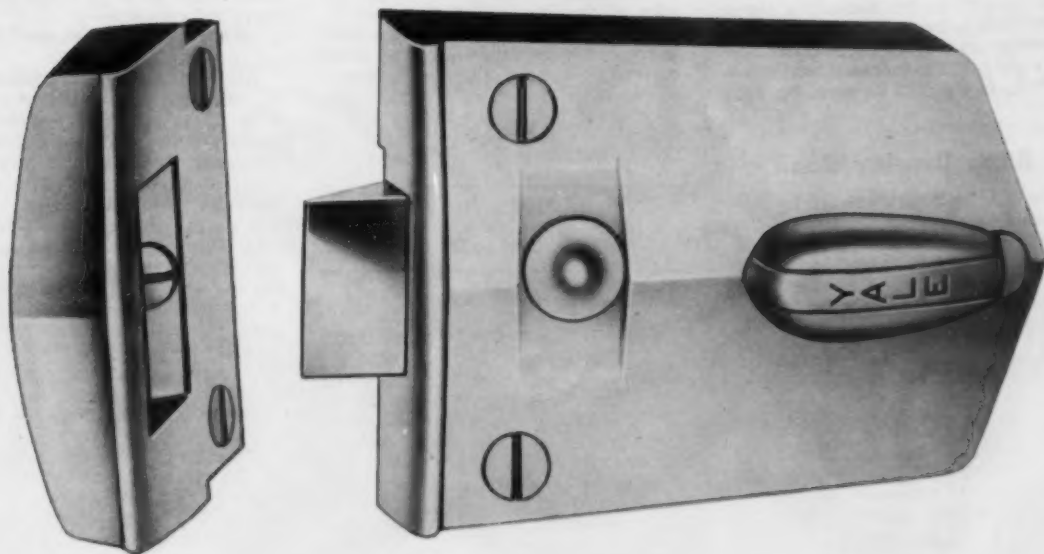
LAWNCARE KIT... contains Square-spray Sprinkler, Waterfeeder 954 and Waterfeed fertilizer. List price \$5.95.



Proen

PROEN PRODUCTS CO.

9th & Grayson
Berkeley 10, California
contributions to finer gardening



New Yale 85 Nightlatch

PRICED TO SELL!

STYLED TO SELL!

PACKAGED TO SELL!

Genuine Yale 5-pin tumbler security nightlatch. Operated outside by key —inside by knob. Latchbolt can be held back by stop of either hand. Fits doors 1½" to 2¼" thick. Regular strike for doors opening in, reverse bevel strike for doors opening out. Display packaged in counter box protected by polyethylene bag.

For information see your jobber, or write The Yale & Towne Manufacturing Company, Lock & Hardware Division, White Plains, N. Y.

YALE & TOWNE

YALE, REG. U. S. PAT. OFF

to two dozen signs each and are designed to hold the company's Futura signs as well as the Reflecting signs.

The rack is free with an assortment of five dozen Futura or 10 dozen Reflecting signs. For more information—
Write in No. X12 on card, Pg. 53

Rope Display Rack

The No. 7010 rack offered by King Cotton Cordage, 105 Duane St., New York 8, N. Y., holds three self-dispensing cartons of premeasured manila rope. The rope is marked every 10 feet, making it easy to measure



and cut off the length the customer wants. The cartons also keep the rope stock clean and undamaged.

The heavy duty merchandiser rack is free with order for three or more cartons of King Cotton premeasured manila rope. For more information—
Write in No. X13 on card, Pg. 53

PRINTED HELPS

and other sales aids

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long - leverage chain cutter. When holding its maximum seven reels it serves as a chain department in itself, occupying less than two square feet of floor space. For more information—

Write in No. X14 on card, Pg. 53

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack

for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. X15 on card, Pg. 53

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also illustrated are driver types and head styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor—available through this source only. For more information—

Write in No. X16 on card, Pg. 53

Carolina Washboard Co., Raleigh, N. C., offers a plastic display which contains: 11 doz. Carolina Floats, assorted 1 doz. #3 Floats and 2 doz. of each of the other five sizes. Price: \$13.30. For more information—

Write in No. X17 on card, Pg. 53

Molly Corp., Reading, Pa., has available for dealers: Metal merchandiser #612 containing 600 screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; cardboard display #225 containing 225 jack nuts; screw anchors, jack nuts, and picture hooks on individual cards for self-service use or Pegboard display; 2-color leaflets on screw anchors, jack nuts, utility plugs, hi-speed installers; 3-color, 21" by 9" window streamer featuring screw anchors; and newspaper mats. For more information—

Write in No. X18 on card, Pg. 53

Moto-Mower, Inc., Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, and colorful handle cards. In addition, a strong local advertising program including 50-50 cooperative advertising is offered. For more information—

Write in No. X19 on card, Pg. 53

Weber Tackle Co., Stevens Point, Wis., offers a wide variety of permanent metal displays in addition to many sturdy display panels of heavy cardboard. All are furnished free with standard assortments of tackle items and a number of them may be purchased empty at a nominal cost. The Perma-Pak Crawler rack displays nine dozen 6" crawlers in assorted colors, three crawlers in each of the 36 aluminum trays with plastic sleeves (Assortment No. LC9). The No. RRM "Squirrel Cage" revolving rack has a screen of 1/4" wire mesh on five sides; capacity one to three gross of spoons, spinning lures, etc. Stren level leader packs and knotless taper-

For over thirty-five years SOUTHERN HARDWARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

WINDOW DISPLAY
COUNTER DISPLAY
STORE MODERNIZATION
CUSTOMER RELATIONS
SALES PROMOTION
ADVERTISING

INVENTORY CONTROL
EMPLOYEE RELATIONS
SERVICE DEPARTMENTS
CREDIT CONTROL
ACCOUNTING PROCEDURES
ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade — a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 8, Georgia



There's
more profit
in plated
fasteners
(and
more volume
when
they're
displayed)

The Short Story on LAMSON Plated Assortments

All bolts plated, nuts included. Six assortments—the fast-moving types and sizes that cover 90% of your customers' needs: Cap Screws, Hex Screws (two assortments), Carriage Bolts, Lag Bolts, Stove Bolts. Refills available from stock. Steel trays have movable dividers, price tickets, can be mounted on Lamson floor stand to form a complete four-tray bolt department. Cash register cards are furnished for each assortment.

PLATED fasteners produce more profit, and they move better than black bolts. Given a choice, your customers will reach for the clean, good-looking, rust-resistant product.

Sell them the easiest way possible: display your plated inventory in Lamson "Serve Yourself" Bolt Trays. Volume and profits will jump nicely, we can promise you that.

Why wait for details? Tear out this page and mail it to your Lamson Wholesaler—or pin it to your want-book, if he's coming by soon.



LAMSON & SESSIONS

5000 TIEDEMAN ROAD • CLEVELAND 9, OHIO

Plants in Cleveland and Kent, Ohio • Chicago and Birmingham

ed leaders are displayed in a six-dozen metal unit available through Weber, one of the 10 authorized Siren agents. Metal displays for flies, loose hooks, treble hooks, snelled hooks and many other tackle items continue to be available. For more information—
Write in No. X20 on card, Pg. 53

Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo., offers to dealers without charge mailing pieces and ad mats on all mower models. A new commercial line of mowers has been added to the 1960 line. For more information—
Write in No. X21 on card, Pg. 53

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels, or six full cartons of rope, two of which may be the 100 # size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of 1/4", 3/8", and 1/2" dia. Manila Rope; free with initial order of approximately 100 lbs. of rope which stocks it; all metal and mounted on casters; dimensions, 22" x 22" x 45 1/2". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Col-

pack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope 1/4", 3/8", 1/2" diameters; or High Tenacity Polyethylene Rope, 1/4" and 3/8" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information—
Write in No. X22 on card, Pg. 53

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., offers five assortments with colorful display plates which have a 3-way display. They may be displayed on the counter with the installed free standing legs, hung on 1/4" or 3/8" perforated board, or affixed permanently to wall or counter with screws furnished. These assort-

ments contain Turnbuckles, machine threaded Eye Bolts, Lag Screw Threaded Eye Bolts, "S" Hooks, and "U" Bolts. For more information—
Write in No. X23 on card, Pg. 53

Parker Sweeper Co., Springfield, Ohio, offers dealers and distributors free of charge a wide range of promotional material including catalog sheets, envelope stuffers, and window banners. Also free newspaper mats and radio script and TV films are available for use under Parker's 50-50 cooperative advertising plan. For more information—
Write in No. X24 on card, Pg. 53

Stanley Hardware, division of The Stanley Works of New Britain, Conn., has developed a Hardware Center for the retailer which offers basic stock selection, positive inventory control, and organized visual display. A total of 174 fast-selling items were selected and mass merchandised in 22 product related groups. The basic selection is compatible with the NRHA Turnover Handbook. All items are visually packaged. Wire display racks organize the products into related groups. Group header signs identify each product group. Inventory control cards are supplied for visual stock control. A merchandising manual, installation instructions, and complete promotion kit are supplied with the sale of any 11 groups. For more information—
Write in No. X25 on card, Pg. 53

COMPLETE GARDEN GLOVE ASSORTMENT



RACK DEAL #RD 66

Write, wire or phone today for prices and full-color catalog sheets.

by
Brookville

- Prices from 59c-\$1.19
- Full profit line
- Nationally Advertised
- Prepriced on Rack

**SOFT TOUCH
HOUSE 'N HOBBY
HOE 'N HOME**

BROOKVILLE GLOVE COMPANY, INC.

Brookville, Pennsylvania

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counters signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include #31 which is designed as a permanent display. The 31 different pliers are fastened on the board which is 3/4" plywood, measuring 24" x 30". Display boards #69, #96, and #93, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. A new program includes peg board displays available in 12" x 24" and 24" x 24" panels both dispensing and permanent type of displays which can be made up in 48 different assortments or in special assortments according to the distributor's wishes. These panels can be hung up, can be eased, can be arranged in a back to back display (two panels) or in the case of the 12" x 24" panels they are also available in three-sided and four-sided rotators. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4 1/2" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A colorful dis-



New steels are
born at
Armco

Sheffield won't let 'em forget!

Sheffield advertising constantly
drives home the Sheffield
"100" Barbed Wire story to fence
users in your territory

We believe we're safe in saying that no farmer or rancher in your trade area can miss the good news and the selling impact of Sheffield "100" Barbed Wire advertising. Here's why:

It's on the air from ten leading Southwestern farm service radio stations, five days a week. It reaches nearly a million farm homes in such thoroughly read and respected magazines as *Progressive Farmer*, *Farm & Ranch* and *The Sheep and Goat Raiser*. Full page ads in these publications repeatedly remind your customers and prospects (with hard-selling facts) that Sheffield "100" is their best buy in barbed wire.

No, Sheffield won't let 'em forget. "Saturation" advertising around the calendar reminds your customers of the greater strength, better corrosion resistance, longer fence life, and lowest cost per year that make up the quality story of Sheffield "100". To cash in on this all-out advertising, stock up now. Get in touch with your distributor.

SHEFFIELD



"100"

High Strength
BARBED WIRE



SHEFFIELD DIVISION

Sheffield Plants in Kansas City, Tulsa and Houston



ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products

play featuring four Electronics Pliers is also offered free. For more information—

Write in No. X25 on card, Pg. 53

Wickwire Brothers, Inc., Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

Write in No. X27 on card, Pg. 53

Langley Corp., 310 Euclid Ave., San Diego 12, Calif., is offering a 17" x 20" display banner free to all dealers. Printed in bright green and black on a fringed white satin background, the banner features the symbolic Langley sea-lion. Pressure-sensitive adhesive backing at the top permits mounting of the banner to the wall behind the reel display. For more information—

Write in No. X28 on card, Pg. 53

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials.

These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. X29 on card, Pg. 53

Columbus Plastic Products, Inc., Columbus, Ohio, offers a series of ad material for 1960 to merchandise its Lusto-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to larger 2-, 3-, 4 and 5-column display ads. Individual reproductions of over 200 items in the Lusto-Ware line are supplied also in mat or reproductive proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

Write in No. X30 on card, Pg. 53

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner,

hanger or counter card, and consumer folders for Blue Ridge and other Republic form products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. X31 on card, Pg. 53

Moore Push-Pin Co., 113-25 Berkeley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10 $\frac{3}{4}$ " high with a 9" diameter base. For more information—

Write in No. X32 on card, Pg. 53

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids: circular on home and garden equipment line; 8 $\frac{1}{2}$ " x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. X33 on card, Pg. 53

Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., offers a complete self-service "screwdriver department" in the form of hang-up rack at no cost to dealers. Fuller screwdrivers, individually carded and priced, may be hung from the rack for customer convenience. For more information—

Write in No. X34 on card, Pg. 53

Bridgeport Fabrics, Inc., Bridgeport, Conn., offers free of charge a window streamer featuring Inner-Seal, extruded rubber garage door weatherstrip. The streamer, which is hung vertically, measures 8 $\frac{1}{2}$ " x 17", and is black, yellow, and white. For more information—

Write in No. X35 on card, Pg. 53

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eye-catching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information—

Write in No. X36 on card, Pg. 53

Tennessee Coal & Iron Division, United States Steel Corp., Fairfield, Ala., offers dealers promotion items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social, and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. X37 on card, Pg. 53

(Continued on page 112)

EVERYONE NEEDS A SANDVIK

No. 331 x 21" SWIFTY SAW

Light weight, tough Swedish Steel frame.

DESIGNED TO SELL

... PRICED FOR PROFIT!

NEW! Exclusive SANDVIK tension Lever Lock. No bolts to lose. Shaped to fit the hand.

RETAIL PRICE

\$2.90

Replaceable Patented SANDVIK "Hard Point Blade"

This popular impulse sales item is the natural choice of campers, farmers, gardeners, suburbanites or park attendants. *Complete information contained in new catalog sheet. Write today.*

COLORFUL "TELL AND SELL" wrap around tag insures self-service sales!

Sandvik

STEEL, INC.

SAW & TOOL DIVISION

1702 NEVINS ROAD, FAIR LAWN, NEW JERSEY



Now is the time for
ROYAL "POWR-KORD" ELECTRIC **HEAVY DUTY EXTENSIONS**

Boost your electrical supply business by stocking and DISPLAYING Royal "POWR-KORD" Extensions—the premium quality line that's priced for volume and profit, too! Available in Black Rubber (2- and 3-wire, sizes 18 thru 12), Red Rubber (2-wire, sizes 18 and 16), Yellow or Red Thermoplastic (2-wire, sizes 18 and 16) . . . all with molded-on caps and connectors . . . individually packaged. Rubber cord lengths 10' to 100'; vinyl 25' to 100'.



*Order from your wholesaler:
 he has "POWR-KORDS" in stock.*



ROYAL
ELECTRIC **UL**
 . . . an associate of

ROYAL ELECTRIC CORPORATION
PAWTUCKET, RHODE ISLAND

In Canada: ROYAL ELECTRIC COMPANY (QUEBEC) LTD.
 Pointe-Claire, Quebec.

American Bilrite Rubber Co., Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Bilrite and Boston Garden Hose and Sprinklers. In addition to a metal display rack on casters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. X38 on card, Pg. 53

The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. Merchandising aids include the Mitchell Counter Card, die-cut for holding a Mitchell reel and one spool of Platyl; display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information—

Write in No. X39 on card, Pg. 53

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6,

Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information—

Write in No. X40 on card, Pg. 53

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items including a banner on the new 32" Quad Cut mower and trimmer for 1960. For more information—

Write in No. X41 on card, Pg. 53

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers consumer stuffers for enclosure with mailings or counter use; a consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotpe advertising mats. For more information—

Write in No. X42 on card, Pg. 53

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in support holes that serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

Write in No. X43 on card, Pg. 53

Hoosier Tarpaulin & Canvas Goods Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers new complete sales programs for wholesale distributors on Hoosier Tarpaulins, Tents, and Boat Covers. These sales programs include the suggested stock of the fastest selling sizes or models and complete advertising, sales promotion and selling aids including miniature tarpaulins and tents, wall display posters, signs, newspaper ad mats, self-mailer envelope stuffer brochures, list price selling catalogs, individual display cartons, inventory control cards, and glossy photos. For more information—

Write in No. X44 on card, Pg. 53

Campbell Chain Co., York, Pa., offers the following display units: The compact Chain Reel Display Unit, redesigned to load from front, incorporates handy chain end holders and new cutter. Requires less than two square feet of floor space. It has a blue and yellow baked finish and five accessory bins at top; is 53 3/4" high, 20 1/2" inside, 21 1/4" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-assembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain in 10', 15' and 20' lengths; 5/16" chain in 10' and 15' lengths. For more information—

Write in No. X45 on card, Pg. 53

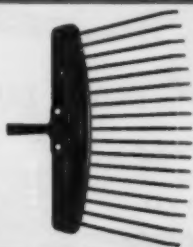
The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortments of the Irwin Sello-paked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sello-paked Speedbor "88" Wood Bits for electric drill, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchan-

A Complete Line Of Customer Pleasing Products

For 23 years Wire Products Co. has stood for quality and service and the customer is really right — when he buys Rugged Robert Products.



Swing and Wall
Chain, Swing Sets



Gent Gem Broom Rakes



Galvanized Solid and
Twisted Clothes Line

WIRE PRODUCTS COMPANY

2715 NORTH 24TH STREET, BIRMINGHAM, ALABAMA

Member: American Hardware Manufacturers Association

**RUGGED
ROBERT**
BRAND

The Line That Sells On Sight



NEW WELDWOOD WOOD FINISHES CENTERS

with Self-Service Selector Guide are compact, permanent profit-boosters. They come in two styles (above fixture endorsed by NRHA) that stock your customers' entire wood finishing needs in one handy place. Eye-catching Selector Guide of 40 real wood samples makes it easy for customers to make the right choice of

WELDWOOD WOOD FINISHES

Products of UNITED STATES PLYWOOD, Dept. 5H3-40, 55 West 44th Street, New York 36, N. Y.

Don't miss this introductory offer!
You get 58% profit on your initial stock. Contact your Weldwood® representative, jobber, or write direct.

diser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information—

Write in No. X46 on card, Pg. 53

Rubbermaid, Inc., Wooster, Ohio, offers the following merchandising units. Display #0816: a dispensing unit for Shelf-Kushion, which comes in 45' rolls; free with purchase of a merchandise assortment of four rolls each of #1635 wall cabinet Shelf-Kushion and four rolls of #1644 base cabinet Shelf-Kushion. #0888 Bath Display: solid frame of square metal tubing finished in neutral blue enamel; composition board shelves and backing in oatmeal finish, harmonizing blue; available at \$12.50 net, shipped prepaid. #0877 Plastics Display: displays odd-shaped products; available at \$20 net; shipped prepaid. #0837 Door Mat Wheeler: portable merchandising fixture sells complete door mat line; available through wholesaler only, not drop shipped; cost is \$6.98 with one #1411 door mat (Value \$6.98) free. For more information—

Write in No. X47 on card, Pg. 53

McCulloch Corp., Marine Products

Div., 2901 East Hennepin Ave., Minneapolis 13, Minn., offers the following promotional aids to dealers. Scott's display service "A" and "B", which gives dealers a continuous flow of point-of-purchase display material throughout the year—each service consists of four mailings of display material which ties in with Scott's national advertising. In addition, Scott makes available line folders, price sheets, service uniforms and emblems, billboard poster, roadside signs, radio scripts, 30-minute movies, store-front signs, and clock signs. For more information—

Write in No. X48 on card, Pg. 53

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers. Included is a cardboard counter display, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available. For more information—

Write in No. X49 on card, Pg. 53

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats

with a postage paid return order card is available upon request. For more information—

Write in No. X50 on card, Pg. 53

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. X51 on card, Pg. 53

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Available in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information—

Write in No. X52 on card, Pg. 53

Crescent Tool Co., Jamestown, N.



CONSIDER THE MANY ADVANTAGES OF A BELT DRIVE AND BIG WHEELS IN THE HEAVY DUTY CLARK ROTARY MOWER

BIG WHEELS with ball bearings mean easy rolling on all types of terrain, banks included.

BELT DRIVE means no more bent crankshafts regardless of what you might hit. If your customer has a small yard, a school yard or an institution, there is a **BELT DRIVEN CLARK ROTARY MOWER WITH BIG WHEELS** TO DO HIS JOB BETTER AND EASIER.

MR. DEALER: WRITE FOR FRANCHISE INFORMATION TODAY.

CLARK MANUFACTURING CO.

PHONE BUTLER 9-4343

2468 MELVILLE AVE.

DECATUR, GA., U. S. A.

UMCO Hip roofs are HOT!

**New Saltwater-proof
Royalite**

Models 1000R and 1000RS

Only Royalite Hip Roofs on the market—rugged jumbo cases are impervious to salt water, gasoline or oil. Features include 7 full-length cantilever trays with Lux-Gard liners, large storage area for tackle, 2 positive action safety locks, full-length Shur-Seal leakproof top case seam, copper anodized exterior hardware. Model 1000R has 53 lure compartments—31 for spin lures, 22 for larger bait casting plugs. Model 1000RS is especially designed for spinning—has 70 spin lure compartments (Shown above Model 1000R).



\$29⁹⁵ RETAIL

**New Leather Grain
Aluminum**

Models 1000 and 1000S

These extra big hip roof models are exactly like their Royalite companion boxes except for their rugged, aluminum cases. Model 1000 is a combination tackle and spin box with 53 lure compartments—Model 1000S is a spin box with 70 compartments for spin lures. (Shown above Model 1000S. Small photo at right shows case closed).



\$24⁹⁵ RETAIL



America's Most Complete Tackle Box Line!

**30 Models
to choose from**

UMCO CORPORATION
Spring Park, Minnesota

DEPEND

ON
Consumers

"Products of Merit"



PATCHING PLASTER

Proved by years of use! Will not peel or crack. No checking or shrinking. Quickly bonds to old plaster without sizing. Merely mix with cold water and you have a ready-to-use clean white plaster. Available in 1, 2½ and 5 lb. cartons, 2, 5, 10 and 15 lb. paper bags, 25 and 50 lb. bags and 100 lb. drums.

CRACK FILLER

Here's one cold water putty that really stays put. Ideal for filling loose knots, splits or cracks, holes or crevices. Goes in easily, dries and stays hard, and can be sanded or sawed, painted or stained just like real wood... because Consumers contains real wood (wood flour) and becomes a solid part of the lumber. Available in 1 and 5 lb. cartons, 25 and 50 lb. bags and 100 lb. drums.



SPACKLING COMPOUND

The smooth way to "crack-proof" plaster walls, seal open wood joints and cracks, fill nail and screw holes, smooth rough wallboard, and cover checks and knots. This special Consumers compound can be sandpapered to a velvet finish, and will not shrink or fall out. Available in 1 and 5 lb. cartons, 5 and 25 lb. bags and 100 lb. drums.



PLASTER PARIS

A truly fine white Plaster Paris. None better! Even-textured and with purest white color. Extensively used by many school and scout groups who make Plaster Paris handicrafts projects. Extra sales and extra profits. Consumers Plaster Paris is available in 1 and 5 lb. cartons, 5 and 25 lb. bags and 100 lb. drums.



"Once you try Consumers you'll stick with Consumers."
Order from your wholesaler

CONSUMERS GLUE CO.

Since 1906... Pioneers in Adhesives and Dry Powders
1515 Hadley St. Louis 6, Mo.

IF YOU STOCK 7 OF THESE 12 TOOLS-

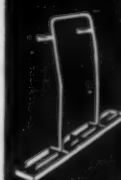
YOU should stock the DIRECT-TO-DEALER GOLDBLATT LINE!

Take this check-list test! If you can identify 7 or more of these tools as items you carry in your regular stock—then your store is a tool center for professional men in the building field! And such Dealers must stock and sell Goldblatt Tools, the preferred trowel-trades line since 1885. If you do not get the Goldblatt Dealer Catalog, write for your Free copy today! We'll send it out at once!

IN CERTAIN AREAS, **Goldblatt** NOW SELLS THROUGH KEY JOBBERS!

We have appointed stock-carrying swift-servicing Jobbers on both coasts. Other Jobber appointments are pending. Write for the name of the Jobber nearest to your store.

JOBBERS: Write us if you are interested in the Goldblatt Tool line for your area.



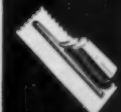
YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



YES NO



TOOL COMPANY

1950 WALNUT STREET
KANSAS CITY 41, MO.

Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12, and 16 panels are available at low cost. Crescent recently added a series of 18 fixtures for mounting on Peg-board. Each fixture comes with a small assortment of tools at the cost of tools only. For more information—
Write in No. X53 on card, Pg. 53

Hanson Scale Co., 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board. It is 16" high by 11" wide. For more information—
Write in No. X54 on card, Pg. 53

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash

locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—
Write in No. X55 on card, Pg. 53

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of three cents each. For more information—
Write in No. X56 on card, Pg. 53

Upson Brothers, Inc., 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upson Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight cross-point). Packed one to a carton. For more information—
Write in No. X57 on card, Pg. 53

The Yale & Towne Manufacturing Co., White Plains, N. Y., provides

carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—
Write in No. X58 on card, Pg. 53

Stevens-Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—
Write in No. X59 on card, Pg. 53

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. An aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an

Wire AT ITS BEST

ELECTRIC FENCE WIRE

Heavy Galvanized Finish

Guaranteed to Size and Length



Mr. Wire Buyer: For the finest in electric fence wire, always specify the ANCHOR name. Select quality and careful workmanship assure customer satisfaction . . . steady repeat sales. ANCHOR Electric Fence Wire is available on 1/2-mile and 1/4-mile spools, or 1/2-mile coil in handy dispenser box.



ANCHOR

WIRE CORPORATION

183-16 JAMAICA AVE.
JAMAICA 23, LONG ISLAND, NEW YORK

ALL-NYLON FISH STRINGER

Best Buy for a Buck!

Here's the stringer that obsoletes all others! AND HERE'S WHY:

- Made entirely of high-strength NYLON (tabs, clips, spacers and cord)
- Rust-proof . . . rot-proof, therefore best for both fresh and salt water fishing.
- Weighs only 2 ounces . . . easy to carry in pocket or store in tackle box.
- Can't lose fish. Positive acting sleeve locks clips securely when in closed position. Cannot be opened accidentally.
- Clips not in use can be locked at top of cord within easy reach when stringer is over side of boat or when wading and each released as fish are added.
- Backed by Repair and/or Replacement Guarantee.

List Price \$1.00

Available through your Jobber. Literature on request.

LEWIS E. HAMEL CO., INC.
24 BROWNCROFT BLVD. • ROCHESTER 9, N. Y.

enameled red, white, and blue double faced sign is also available. For more information—

Write in No. X60 on card, Pg. 53

The Edwin H. Fittler Co., Philadelphia 24 Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope, (2) Fittler measured rope marked at intervals of 5'. Available on request in Fittler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope—a small charge made for this rack when ordered with 300 lbs. or more of rope. (4) "Take-Along" coils of Fittler Manila rope. 50' and 100' individual coils wrapped in polyethylene for self-service selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54 1/2" x 44 1/2" x 23 1/4", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. To all dealers handling Fittler brand Manila rope, Fittler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. X61 on card, Pg. 53

Lawn Mower Trade-In Guide Now Available

THE 1960 EDITION of the Original Lawn Mower Dealer Trade-In Guide (Blue Book) of the Lawn Mower Industry in determining trade-in lawn mower values and identity is off the press and available to dealers, banks, insurance companies and other companies in the lawn mower field.

The 88-page guide gives original list price, standard trade-in prices on all models and makes listed of lawn mowers built from 1954 through 1959. Wares of 54 top line manufacturers are included. It lists important data on model identification, engine make, serial numbers, piston displacement, horsepower, type drive and in all, important items that are a must for the lawn mower dealer.

The guide is compiled by experts in the field of trade-in books.

Clarence and Bonnie Bugg, editors of the guide, said estimated trade-in values were compiled from extensive surveys over the country. The guide is available from the Bon Publishing Co., P. O. Box 132, Dunedin, Fla. Price is \$3.00 postpaid.

SALES JUMP with TAYLOR'S packaging!



Taylor Chain's smart, up-to-the-minute packaging provides built-in display value... quick product identification... fast, self-service sales. Your customers always get the correct merchandise. You wind up with less waste... simplified inventory... easier reordering and stronger chain profits. Switch to Taylor's complete line and watch your chain sales jump!



Poly bags display TM Dog Runner Chains and Halter & Dog Chains.



TM Tow Chains and Log Chains sell faster in polyethylene bags.



Many TM chain items packed in smart, easy-to-read TM cartons.



TM Proof Coil and BBB Chain—3/16", 1/4", 5/16", 3/8"—packed in handy metal Tay-Pails. Reusable.

Taylor Made CHAIN SINCE 1873

VISIT OUR BOOTH 601
NATIONAL HARDWARE SHOW

S. G. TAYLOR CHAIN CO., INC.
Hammond, Indiana

NEW PRODUCTS

**For more information on these new products
use the return free post card on page 53**

Drinking Fountain

An outdoor drinking fountain called Thirsty Water Bubbler is announced by Northern Industries, Inc., 407 East Michigan St., Milwaukee 2, Wis. Its cap attaches to any outside faucet and a second cap is provided for hose use. An adjusting valve regulates water flow to pressure.

Thirsty is constructed of aluminum



and plastic and has a flexible drinking cup and mouth guard. A "squeeze bar" provides on-off action. A slim rubber hose is connected at the base to drain the excess water flow.

The fountain, red and yellow in color, retails at \$3.95.

A 3-color counter display holding four of the bubblers is provided. For more information—

Write in No. 158 on card, Pg. 53

Skillet Special

Revere Copper and Brass, Inc., 230 Park Ave., New York 17, N. Y., announces a special spice promotion



for the #1450 10" French Chef Revere Ware Skillet with cover. Of stainless steel with copper clad bottom, the utensil will be packaged and sold with a Spice Kit and new Spice Cookery Recipe book, "Skillet Cookery from Far Away Places."

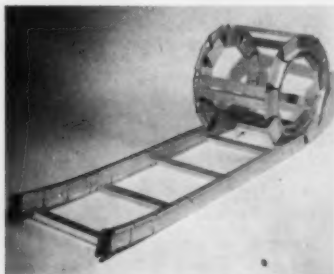
The complete package, catalog #1454, will sell for \$11.50 retail, which is the regular price of the skillet alone.

Packaged for colorful display, the spices are nested in a unit which drops right into the skillet. For more information—

Write in No. 159 on card, Pg. 53

Roll-Up Ladder

The straight ladder has undergone a basic change in design with the patented aluminum ladder manufac-



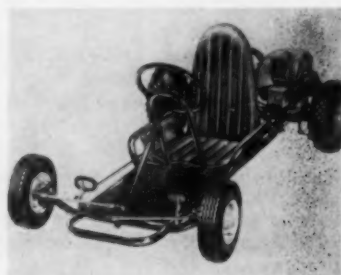
tured in 12' and 16' lengths by Aladdin's Products, Inc., 50 West Broad St., Columbus 1, Ohio.

The ladder can be rolled up into a 20" diameter bundle and carried like a suitcase or put in the trunk of a car. The 12' length weighs only 18 lbs. When unrolled and locked into position, it handles just like any conventional ladder, becoming completely rigid. It will support a load of more than 1/2 ton in the ladder position of 75 1/2°. For more information—

Write in No. 160 on card, Pg. 53

Racing Karts

The Karts which are introduced by Simplex Manufacturing Corp., 540 North Carrollton Ave., New Orleans 19, La., feature two shoe automotive internal expanding brakes and a steering mechanism said to give exceptional control.



All Simplex Karts are delivered completely assembled, freight paid. They are available in two models: the single engine Mark I Challenger and the dual engine Mark II.

Four-color literature describing the full line of Karts and accessories is offered free. Also, a free 8-page brochure answering anticipated questions of prospective dealers. For more information—

Write in No. 161 on card, Pg. 53

Aluminum Building Items

Kaiser Aluminum & Chemical Sales, Inc., Kaiser Building, 1924 Broadway, Oakland 12, Calif., has added three products to its line of aluminum building materials: gutters and down-spouts, reflective foil insulation, and a full line of nails.



Brand named "Kladlined Diamond-Drain," the gutters and downspouts feature an improved joint system using a sealing ribbon instead of the usual sealing compounds.

The foil insulation is available in 36" wide rolls of three types: reflective foil asphalt laminated to paper on one side, foil laminated both sides, and one side breather-type.

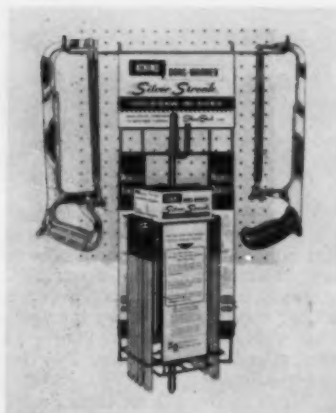
In addition to its standard roofing nails, the company is introducing nine more types of nails for exterior construction. They are packaged in red and black foil labeled containers. For more information—

Write in No. 162 on card, Pg. 53

Hacksaw Blades

Silver Streak, a high-speed hand hacksaw blade, is announced by Atkins Saw Division, Borg-Warner Corp., Indianapolis, Ind. It is said to offer increased durability at no increase in price.

Atkins also has available a self-service hacksaw display which carries an assortment of hacksaw frames and 150 blades including Silver



Streak, Silver Steel Tungsten and Standard blades within a minimum wall or counter area. Display has space for prices and permanent panels of product information. For more information—

Write in No. 163 on card, Pg. 53

Roto-Ride Mower

The 24" Deluxe Roto-Ride mower announced by Moto-Mower, Inc., Richmond, Ind., can be used not only for mowing but, with available accessories, for rolling, sweeping, and aerating lawns and small gardens.

A console control panel houses three levers: throttle, blade control, and the 3-position shift.



The mower has a fully-enclosed automotive-type "Power-Flo" transmission. The 14"-wide corrugated roller, which replaces the rear wheels of the conventional riding mower, provides extra traction and acts as a lawn roller.

Weight is approximately 170 lbs. List price: \$339.95. For more information—

Write in No. 164 on card, Pg. 53

Air Rifles

Daisy Manufacturing Co., Rogers, Ark., announces a full line of air rifles, smoke rifles, cap pistols, holster sets, and play guns.



The #99 Target Special, top photo, features 50-shot automatic-feed mechanism, soft trigger squeeze, the hooded front sight with four aperture sighting discs, the adjustable rear

peep sight, a leather sling. Retailers at \$14.95.

The Model 97, bottom photo, has a "bullet whine" sound each time it is fired—with or without BBs. Styled in typical Daisy western fashion, the 35" long repeater is 850-shot type and retails at \$9.95.

Model 25, now packaged completely assembled, retails at \$9.95. Model 94 Western Carbine in a new 32" version retails at \$7.95.

Also included in the line are smoke rifles, and "Bulls Eye" holsters and cap pistols. For more information—

Write in No. 165 on card, Pg. 53

22 Caliber Rifle

A moderately priced version of the 22 caliber Model 69 rifle is being offered to beginning marksmen by the Winchester-Western Division of



Olin Mathieson Chemical Corp., 460 Park Ave., New York 22, N. Y.

The Junior Target Shooters Special Model 69 has Lyman 57 Receiver Sights—with 1/4-minute micrometer adjustments for elevation and windage—combined with Marine Corps type post sights. A 1 1/4" fore-end sling swivel is included.

Suggested retail price of the new rifle is \$44.75. For more information—

Write in No. 166 on card, Pg. 53

Putty Pencils

A permanent plastic counter display for Woodblend Putty Pencils is announced by Magic Iron Cement Co., Inc., 5403 Bower Ave., Cleveland 27, Ohio.

The display occupies less than one square foot of space and holds 72 Woodblend in 12 assorted shades.

The 12 colors are said to fill nail and screw holes and remedy defects, deep scratches and small cracks



Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS

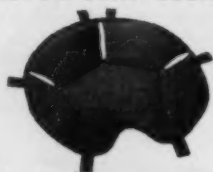


For every work horse and mule.
"The pad with the rust-proof red hooks"

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TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

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Greenfield, Ohio

MAKERS OF FAMOUS TAPATCO
HORSE COLLAR PADS SINCE 1881

WEEK IN AND OUT

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YEAR IN AND OUT

our ads direct, and will continue to direct millions of customers to hardware stores . . . to your hardware store, for their Water Master tank balls.

A small stock will enable you to enjoy these easy sales, the year 'round.



SELL THE
GENUINE

WATER MASTER

The Hardware Man's
TOILET TANK BALL
America's Largest Seller

in any shade wood after finish has been applied.

Displays are offered free to all dealers who order No. 150 Magic Wood-blend assortment of six dozen assorted putty pencils. For more information—

Write in No. 167 on card, Pg. 53

Belt Driven Mower

Clark Manufacturing Co., 2468 Melrose Ave., Decatur, Ga., is introducing a heavy duty dual belt driven rotary mower designed for schools and institutions.



The 5.75 h.p. mower has large 20" heavy duty wheels with ball bearings and heavy duty tires; vertical shaft has bearings sealed in grease at the factory. Cut is 24 inches wide, with front spray chute; height is approximately 1" to 3" and may be changed by one 3/8" set screw. Chassis is all steel and welded construction. Steel guards protect all four sides. Other features include recoil starter, one piece alloy steel blade, and dual belts. Front wheels are 8".

Leaf mulcher may be attached for use in the fall. For more information—

Write in No. 168 on card, Pg. 53

Repeater Air Pistol

The all-new Marksman 20 Shot BB Repeater will replace the single shot



air pistol models of Marksman Products, 2101 So. Barrington, Los Angeles 25, Calif.

Designated the Model MPR, the new air pistol carries an unqualified factory guarantee and sells in the same low price range as the Marksman MP and MPC air pistols. For more information—

Write in No. 169 on card, Pg. 53

Packaged Fasteners

New packaging for its line of wood screws, stove bolts, sheet metal screws, and other threaded fasteners is announced by Southern Screw Co., P. O. Box 1360, Statesville, N. C.

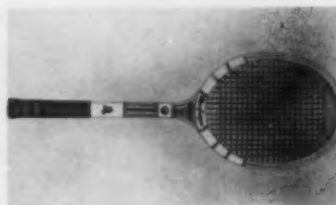


The package retains the dark green, soil-proof, sturdy box bearing Southern's color-coded, copyrighted "EZ to C" label system. Now added is a diagonal repeat design of the nationally-advertised Southern signature emblem for stronger recognition and sales appeal. For more information—

Write in No. 170 on card, Pg. 53

Tennis Racket

The MacGregor Autograph Tennis Racket offered by Draper-Maynard Co., 4861 Spring Grove Ave., Cincinnati 32, Ohio, is fashioned of hand-selected veneers and is especially designed with a stiff shaft for the stronger player.



The 9-ply construction features a full high crown beech horseshoe overlay finished in white lacquer.

Trim is a combination of red and white; selected top grain tan leather grip with red and gold stripe, perforated and deep skive. For more information—

Write in No. 171 on card, Pg. 53

DOBBINS

SPRAYERS and DUSTERS

Help to...
KILL
WEEDS
AND
PESTS!
STOP
PLANT
DISEASE!

**MADE
BETTER
TO SELL
BETTER**

Make Your Spring Profits Grow... with DOBBINS. For over 50 years, DOBBINS has been a reliable source for dependable sprayers and dusters... fully guaranteed against defects in materials & workmanship. WRITE TODAY—for FREE copy of new DOBBINS illustrated catalog.

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Chamberlain Corporation
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Carolina

TOP QUALITY

Cork Fishing Floats

and

Furnished Lines



AVAILABLE IN

POPULAR SIZES

NON-RESISTANT

TANGLE-PROOF

Precision made from select cork

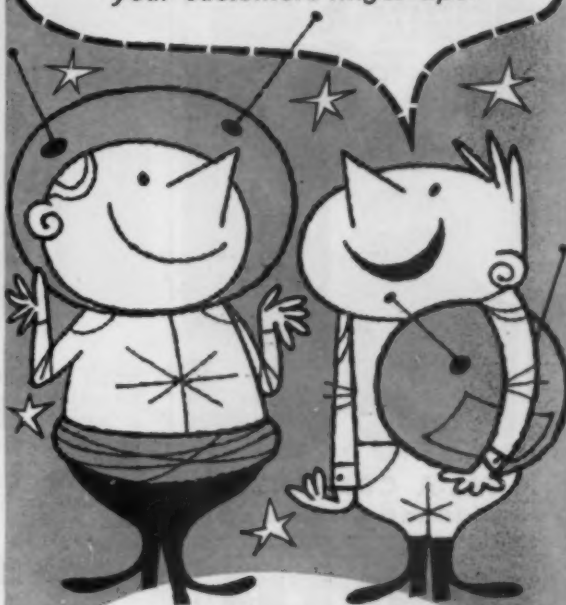


Ask your Sporting Goods Jobber for this fast selling line of floats

the NEW **P&C**

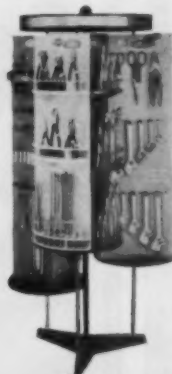
SATELLITE 200

puts over 200 of the
fastest selling hand tools right at
your customers finger tips



easy to see
easy to try • easy to use

No other self-selling tool merchandiser can compare with the Satellite 200. This unit has nine vinyl-clad aluminum panels arranged into three 3-sided pylons. Each pylon turns easily permitting three or more customers to shop at one time.



featuring:

- All new tool groupings.
- Unique, modern design.
- All tools are pre-priced.
- Color harmonized to enhance the appearance of your store.
- Requires only 33" of space 5' high.
- Easy to clean and maintain.

3 customers can conveniently shop at one time without crowding or getting in each others way.



TOOL COMPANY



Subsidiary
Pendleton Tool
Industries, Inc.

PORTLAND 22, OREGON

Warehouse - Schiller Park, Ill.
In Canada, Box 386, London, Ontario

TEHR-GREEZE FABRIC CEMENT

**In Handy Self-Dispensing
Plastic Squeeze Bottle**

Same high quality patching cement in a handy plastic squeeze bottle that eliminates messy paddles, brushes and waste. For the instant repair of tarpaulins, binder canvases, canvases, leather material or any item it can penetrate. Thousands of uses. Sold by leading jobbers and dealers everywhere. Comes in 2 oz., 6 oz., and 16 oz. plastic bottles. Larger sizes packed in glass containers. Write for free sample, prices and literature.

Comes in attractive 3-color counter display carton. (12 to a package)



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SMITH SPRAYERS

Copper-Brass

**BLIZZARD
CONTINUOUS SPRAYER**
"World's most beautiful sprayer."

SMITH SPRAYERS and Dusters have been choice for Quality since 1888... complete line of all styles and sizes... Also power sprayers. Superior in workmanship, design and performance.



D. B. SMITH & CO.

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"Originators of Sprayers"
Canadian Rep. G. L. Cohoon
1396 St. Catherine St.,
Montreal 2, Canada

Send for
**NEW
Catalog!**

Refuse Can

A newly-designed 20-gallon refuse can is announced by the Container Div., Jones & Laughlin Steel Corp., 3 Gateway Center, Pittsburgh 30, Pa.

Among the features are an offset cover handle that permits one-hand lifting; a "rain drain" cover design



which prevents the formation of water puddles; and a flat panel on which a house number or other form of identification can be stenciled or painted.

The cans, which can be nested, are available in hand dipped in molten zinc and in galvanized sheet construction. For more information—

Write in No. 172 on card, Pg. 53

Dial-A-Spray Nozzles

A new development in lawn hose nozzles is introduced by the H. B. Sherman Manufacturing Co., Battle Creek, Mich. Called the Dial-A-Spray, the nozzle features thumb



control dialing for any desired spray pattern.

Made of molded, white Cyclocac, the nozzle is rust-proof, non-corrosive, and lightweight. The nozzle is

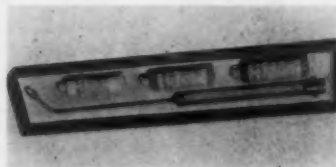
furnished both carded and bulk packed.

The Dial-A-Spray has a suggested retail price of 68 cents. For more information—

Write in No. 173 on card, Pg. 53

Hose Mixit Spray Gun

The Barco Manufacturing Co., Portland, Mich., has added a new Hose Mixit Spray Gun and a complete range of pelletized sprays to its garden equipment line.



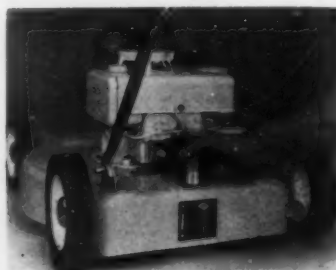
An ordinary garden hose furnishes the power. The three types of sprays are an All-Purpose spray, a Soil Insect Killer, and a 15-15-15 concentrate Fertilizer spray. The Hose Mixit nozzle is adjustable.

The Hose Mixit, boxed with one bottle of each of the three sprays, retails for \$10.95. A carded Hose Mixit alone lists for \$6.98; individual bottles of spray, \$1.25 each. For more information—

Write in No. 174 on card, Pg. 53

Cutting Height Selector

The Eclipse Lawn Mower Co., Prophetstown, Ill., has introduced a new principle for adjusting the cutting height on its 22" and 20" rotary mowers and the 26" riding models.



A knurled dial turns a worm screw to adjust mower cutting height to any setting between 1-1/4" and 3-1/4". All wheels are adjusted simultaneously. In the riding models, the entire mower housing is raised or lowered to adjust to any cutting height between 1-1/2" and 3-1/2".

There are 13 models in the 1960 line. For more information—

Write in No. 175 on card, Pg. 53

Combo Tent

Fulton Cotton Mills, Atlanta, Ga., is introducing the Combo Tent, Model 2050, which combines the outstanding features of the rugged mountain tent with the standard wall tent.



The tent is lightweight and compact, yet rugged and durable. It needs no ridge pole, and features canvas floor, pyramidal storage area in rear, zipper mosquito screen, and snake guard.

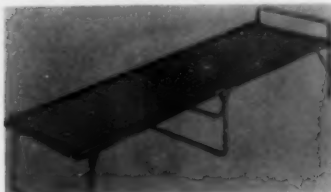
Finished size is 6' 9" x 9' 4", center height 5' 8", walls 1' 6", made of 7.68 oz. green Shuredry Drill. The

tent comes complete with poles, stakes, and rope, and individually packaged. For more information—

Write in No. 176 on card, Pg. 53

Aluminum Folding Cots

The aluminum folding cots made available by Dixie Trading Co., 158 Garnett St., S. W., Atlanta, Ga., are light and easy to handle but built to stand hard usage, and are convenient to take on summer camp-outs and picnics.



Made of 1" diameter hard-alloy aluminum tubing with rot-proof woven Saran covers in plaid designs, the cots are 26" x 72" in size. For more information—

Write in No. 177 on card, Pg. 53

Coming In April . . .

Southern Hardware's

22nd Annual
Wholesalers' Issue

WITH SPECIAL EDITORIAL FEATURES FOR THE JOINT ANNUAL CONVENTION OF THE SOUTHERN WHOLESALE HARDWARE ASSOCIATION AND THE AMERICAN HARDWARE MANUFACTURERS ASSOCIATION TO BE HELD IN NEW ORLEANS APRIL 10 - 13TH, 1960.

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*The Brand with Demand
Coast to Coast*

KRYLON, INC.

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You'll make a
HIGHER
PERCENTAGE
 of sales
 by selling
BATRITE
 Protreated
BATS

for **LITTLE LEAGUERS**
BIG LEAGUERS
SOFT-BALLERS

Write for catalog of
 our complete line.



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MANUFACTURING COMPANY
 HOME OFFICE and PLANT - ATHENS, GEORGIA

Used by MILLIONS!

LIQUID
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Loosens Rusted Bolts
 nuts - screws - parts

Harmless
 to all
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Nationally Advertised
15 MILLION ADS
EVERY MONTH
 Sell it for you!

The super-penetrating rust solvent
 used by farmers, do-it-yourselfers,
 mechanics, plumbers, sportsmen.



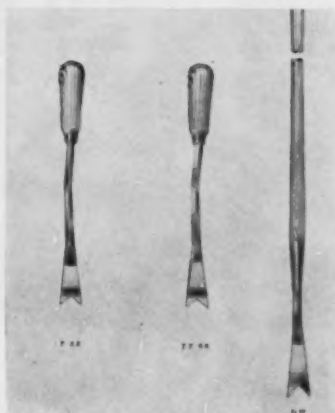
Your Wholesaler Has It!

RADIATOR SPECIALTY CO.
 Charlotte, North Carolina

Dandelion Diggers

Improved designed dandelion diggers with a square shaped, forged steel shank are announced by True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

V-blade makes these tools useful as weeders and efficient asparagus cutters.



No. TF88 is chrome-plated with mirror maroon trim; F88 is bright steel with crystalite blue trim. No. DW has 36" long handle for "stand-up" use. It has mirror maroon tubular ferrule. For more information—

Write in No. 178 on card, Pg. 53

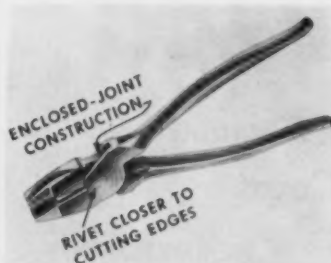
Linemen's Plier

A Linemen's and Electricians' Plier with 40% more cutting power than standard-design pliers is announced by Champion DeArment Tool Co., Meadville, Pa.

The cutting advantage is said to be achieved by locating the joint rivet closer to the cutting edges, thus providing greater leverage. The enclosed joint construction holds the cutting edges in alignment.

Forged of high grade steel with specially-hardened, hand-honed cutting edges, the Linemen's Plier is called the Channellock No. 349 Wire-master. For more information—

Write in No. 179 on card, Pg. 53



Fabric Cement

The Val-A Co., 700 W. Root St., Chicago 9, Ill., announces new packaging of its Tehr-Greeze White Fabric Cement. The product now comes in a 3-color plastic squeeze bottle with applicator top in both 2-oz. and 6-oz. sizes.

Tehr-Greeze is packed in a counter display carton with matching orange, black, and white colors, 12 to a carton.

The new container comes sealed and equipped with an extra cap that makes it air-tight when not in use.

For large quantity users, Tehr-Greeze will still be packaged in glass bottles from 2-oz. to 1-gal. For more information—

Write in No. 180 on card, Pg. 53



NEW BIG ORANGE
 clevises with
CADMIUM PLATED
PINS

Tee-handle Pins—Hairpin lock
 Forged of **H1 — STRENGTH STEEL**
 Extra Strong—Tough



New 8000 series fits new tractors with thicker drawbars and larger drawbar holes . . . 4 sizes in each of 2 styles, 1/4 to 1 inch pins. 2 new sizes added, 15/16" body with 3/8" pin & 1" body with 1" pin.

A SIZE TO FIT ALL TRACTORS

ORDER FROM YOUR
 DISTRIBUTOR OR WRITE

MIDLAND INDUSTRIES,
INC.

Cedar Rapids, Iowa

Push-Pins

Moore Push-Pin Co., Philadelphia, Pa., announces that unbreakable plastic heads have replaced its former glass head push-pins, and additionally, the packaging has been changed.

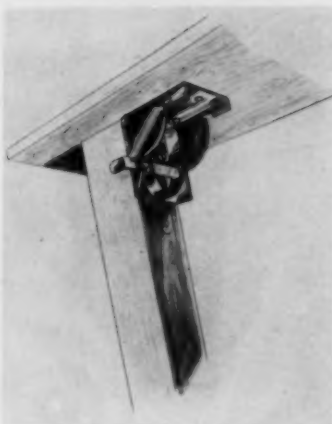


A new form-fitted blister pack containing five pins has been adapted for both the plastic and aluminum variety. Attached to a red, white and blue card, the blister pack permits the removal of one pin at a time without disturbing the others. A punched hole at the top of the card facilitates hanging on Moore's 720 B counter display. For more information—

Write in No. 181 on card, Pg. 53

Folding Leg Bracket

The "E-Z" Folding Leg Bracket designed to accommodate standard 2"



x 2" or 2" x 4" stock is announced by Ardor Manufacturing, Inc., 611 S. Washington St., Royal Oak, Mich.

Patterned after the "Standard" Bracket, the #400 features positive, spring-loaded locking in both extended and closed positions.

The bracket is of one-piece construction and is suitable for heavy-duty application such as banquet tables, ping-pong tables, or benches.

Packaged in sets of four, suggested retail price is \$3.95. For more information—

Write in No. 182 on card, Pg. 53

Heavy Duty Mowers

A line of four heavy-duty rotary power mowers was introduced recently by the Pennsylvania Power Mower Div., American Chain & Cable

Co., Inc., Exeter, Pa. Designated as the Pennsylvania 24", the 22" Self-Propelled, the 22", and the 20", the low silhouette mowers are adequately powered to cut through deep grasses. They were designed with a bronze and white color pattern.



A handy foot rest, for added safety when starting the mower, is an integral part of the sturdy housing.

A leaf mulcher kit is provided with each rotary. For more information—

Write in No. 183 on card, Pg. 53

Victor Files

Victor Saw Works, Inc., Middletown, N. Y., has added American Pattern and Milled Curved-Tooth files to its line of quality metal cutting tools. Both file patterns bear

MARSHALLTOWN

MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

*Another
Sales
Builder*

No. 610W - Weedless 2-Hook SPOON WORM

Sensational combination . . . 1/4 oz. red and white nickel spoon attached to 6" rigged crawler with gold Falcon-Grip curved-in point hooks. Total wt. 2/5 oz., length 8". Packed 1 to plastic bag, 12 bags on card.

No. 610W Display . . . (ea. lure 90c retail) . . . \$10.80

(Also available plain (without weed guards), with 3 hooks.)

WEBER TACKLE COMPANY

STEVENS POINT, WISCONSIN

Authorized
DUPONT STREN
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profits

WITH *SEA HORSE*

MARINE PRODUCTS

SKI TOWS E-Z SALE RACKS

Nylon and Polyethylene

ANCHOR LINES (NYLON)

Tensiles 500 to 10,000 lbs.

NOVA

PRODUCTS DIVISION OF

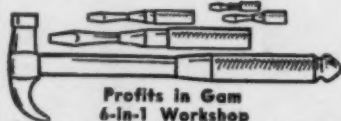
WGM

West Georgia Mills INC.

Whitesburg, Georgia

CLASSIFIED

SPECIALTY JOBBERS



Profits in Gam 6-in-1 Workshop

Hammer, nail-puller, and 4 sizes of screw drivers, including extra small for miniature hobbyist. Sell to every household. Packed in display boxes or carded. Send 50c for prepaid sample, prices and generous discounts.

Gam Manufacturing Co.
Lancaster 2, Pa.

SALESMANAGER SOUTHEASTERN STATES EXCELLENT OPPORTUNITY

National Paint Brush Manufacturer expanding coverage in Southeastern States. Top quality competitive priced line. Considered one of the outstanding leaders in new ideas and in paint brush merchandising. Background with paint brushes desirable but not necessary. Applicant should have background in either paints, sundries, or hardware fields. Must have proven record of building successful sales organization. Personal contacts necessary in field with wholesale, large dealer, discount operations, and chain stores in South. Salary and override. Send complete resume and references to Box 717, Southern Hardware, 806 Peachtree St., N.E., Atlanta 8, Ga.



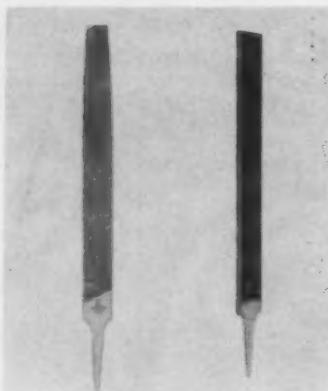
AIR MASTER Compressors

OUT FRONT
In Price - In Quality
All Sizes Available
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DECKER MFG. CO.
Rockford, Ill.

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If you are calling on the plumbing, hardware or industrial trade, here is your opportunity to supplement your income with our wholesale hardware and plumbing specialties line, with liberal commissions. Send for details and catalog. National Distributing Co., P. O. Box 280, Bayonne, New Jersey.

**For Best Results
Use
Southern Hardware
Want Ads**



yellow tangs for easy identification.

American pattern files are designed for cutting both hard and soft materials, and the milled curved-tooth files are particularly valuable for use by auto body manufacturers and repairmen. For more information—

Write in No. 184 on card, Pg. 53

Finishing Sander

The Dust-Less Finishing Sander with the exclusive feature of removing dust is announced by The Black & Decker Manufacturing Co., Towson 4, Md.



The No. 43 Sander is equipped with a plastic dust collecting skirt and 5' plastic hose for attachment to any vacuum cleaner. This feature instantly removes dust as it is formed, both from the working surface and from the abrasive paper.

The regular suggested retail price is \$45.95. The suggested retail price for Hardware Week is \$39.95. For more information—

Write in No. 185 on card, Pg. 53

Metal Primer

Krylon Rust Magic, a spray or brush type metal primer that dries in 20 minutes and compatible with almost any finish coat, is the latest product announced by Krylon, Inc., Norristown, Pa.



Rust Magic can be topcoated in two hours with Krylon spray paints, other lacquers, enamels, oil base paints, vinyl, acrylic, latex or water base paints.

It is available in half pints, pints, quarts, gallons, 5-gallon pails, 55-gallon drums, and 16-ounce aerosols. For more information—

Write in No. 186 on card, Pg. 53

Garden Set

The Green Thumb Garden Set merchandises a boxed set of four most



ALWAYS SELL GENUINE

SCREW ANCHORS and JACK NUTS

Write for Free
Literature

MOLLY CORP.
Reading, Pa.

popular small tools, according to The Union Fork & Hoe Co., Columbus 15, Ohio.

The tools include a regular trowel, transplanting trowel, lawn weeder, and claw cultivator. These have lustre-chromed heads and green cushion-grip handles of vinyl plastic. The trowels are in the drop shank pattern.

The set is priced to retail at \$4.59. For more information—

Write in No. 187 on card, Pg. 53

Liberty Distributors Offer New Circular

A FOUR-PAGE tabloid consumer circular is being offered to retailers by members of Liberty Distributors for spring sporting goods promotion. Printed in blue and red, the promotion concentrates on basic items such as best-selling rods and reels of all types, a short line of tackle boxes and buckets, limited number of nets, etc.

Built around the theme "Helpful Hints for Fishermen," the circular incorporates a number of fishing hints and a fishing calendar.

A tie-in store decorative display kit with matching red, white and



For information on
CATALOGS & BULLETINS
See Page 55

blue store banners, pennants, etc., is available for less than \$2.00. The kit includes illustrated price cards in two sizes and an ample supply of blank two-color price cards so dealers can pick sale items out of their own stock.

Among the members of Liberty Distributors who are offering the circular, at a cost of approximately \$15 per thousand, are Wyeth Co., St. Joseph, Mo., and Momsen-Dunnegan-Ryan Co., El Paso, Texas.

Fireplace Equipment Group Elects Stone President

THE RECENTLY formed Institute of Fireplace Equipment Manufacturers announces the election of the following officers: president, R. B. Stone, Peerless Manufacturing Div. of Dover Corp., Louisville, Ky.; vice-president, H. S. Allen, Puritan Fireplace Furnishings, Inc., as we, Conn.; secretary-treasurer, E. J. Fackler, Stratton & Terstegge Co., Inc., New Albany, Ind.

SELL LIKE WILD FIRE



NEW **hy-ko**
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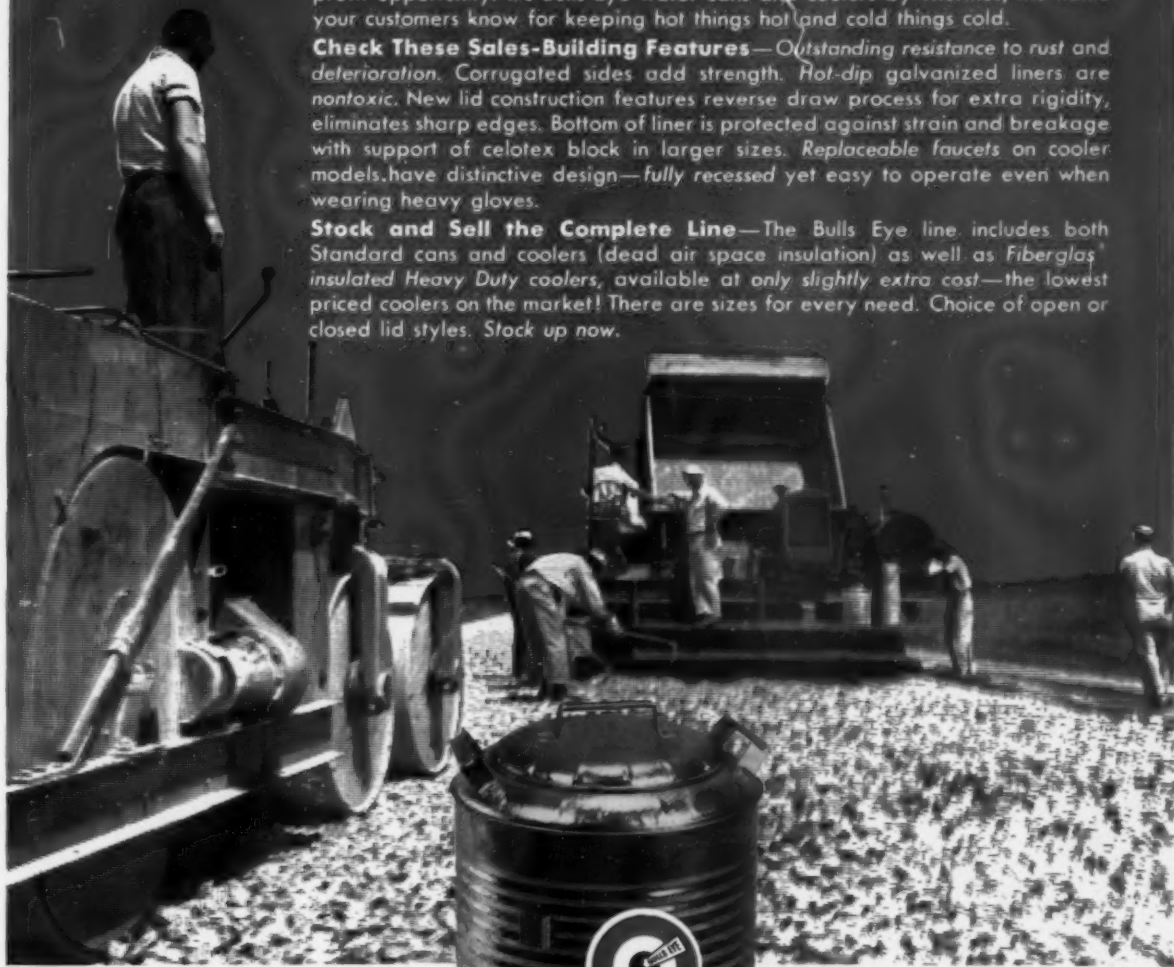
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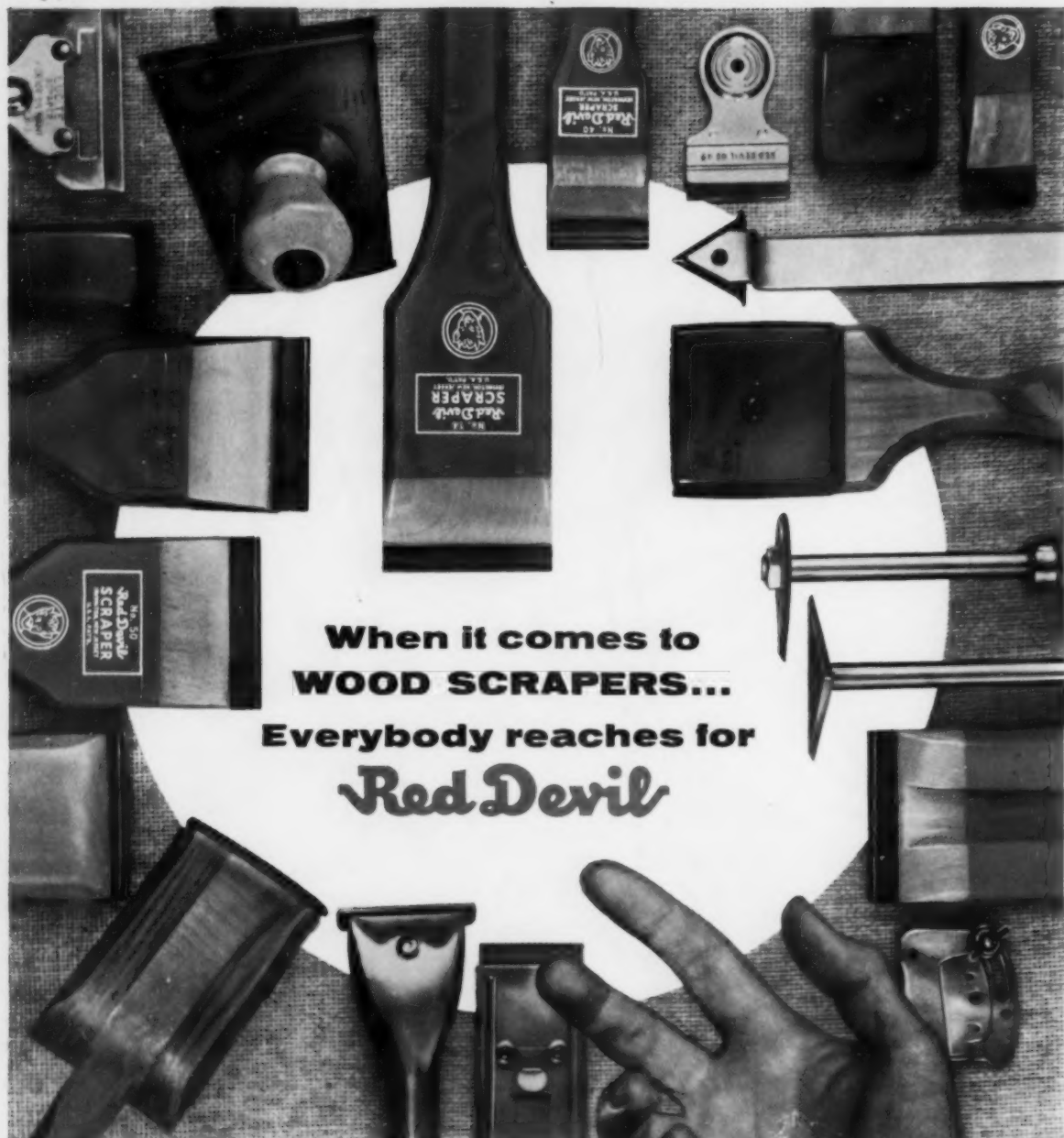
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